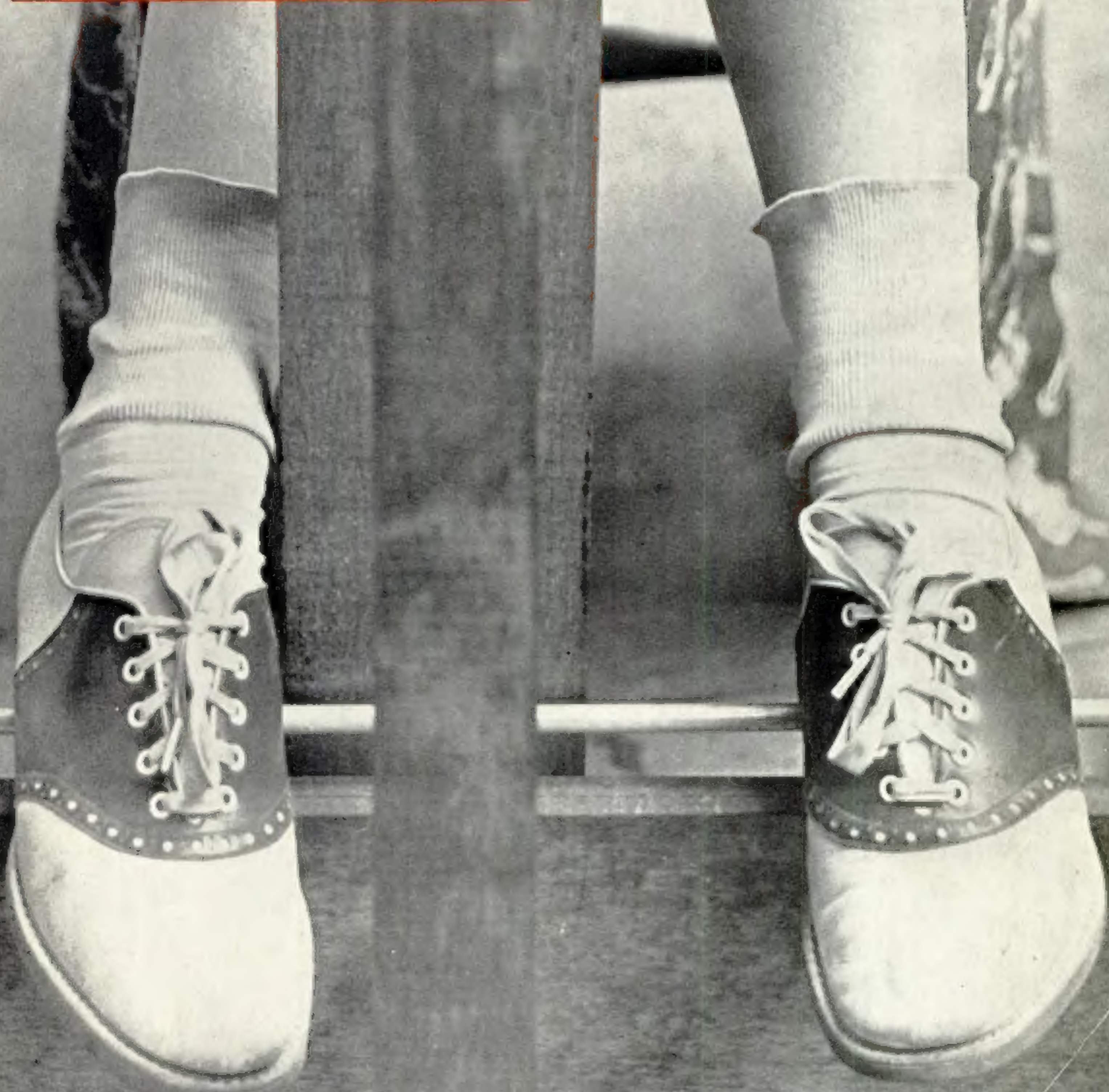


LIFE



THE CLASS OF 1937

JUNE 7, 1937 **10** CENTS

**Your car + trailer
needs gas + *ETHYL***

At pumps marked "Ethyl" you get *four* values:

- 1 More anti-knock fluid (containing lead tetraethyl) than you get in the best regular-grade gasoline. That means more power.
- 2 All-round quality (including quick starting) that is *double-tested*—by the oil company and by the Ethyl Gasoline Corporation.
- 3 100% performance from your high compression engine.
- 4 Saving on oil as well as gas by preventing knock and overheating.

ETHYL
OFFICIAL
GASOLINE
CORPORATION

CONTAINS
LEAD
(ETHYL) AND
SHOULD BE
USED AS
FUEL ONLY
FOR CLEANING
OR OTHER USES
SPILLING

ETHYL
OFFICIAL
GASOLINE
CORPORATION

NEXT TIME GET ETHYL . . . A BETTER RUN FOR YOUR MONEY

YOUR FAMILY DESERVES A CAR THAT'S SAFE!

PROTECTED INSIDE

Plymouth's NEW Safety Interior is a new idea in passenger protection. Door handles are curved in... all projections recessed into instrument panel... back edge of front seat rolled and padded.

SAFER STEERING

Safety is engineered into Plymouth's new design steering. A sway-eliminator keeps the car level on curves. Greater ease of handling also makes parking a cinch!



SAFEST BRAKES built are Plymouth's... 100% hydraulic—self-equalizing—DOUBLE-ACTING.



ALL-STEEL BODY—Steel all around you... over you... under you... welded into ONE UNIT.



Plymouth's BRAKES, BODY and INTERIOR make it Safest

DEMAND safety first when you buy a car. That means **PLYMOUTH!**

In addition, airplane-type shock-absorbers... Floating Power engine mountings... scientific sound-proofing combine to eliminate noise AND vibration.

Largest and roomiest of "All Three"

low-priced cars, Plymouth still costs least to run. And it's the car that stands up best—as its high resale value proves.

LOOK at "All Three" from *All Angles*. You'll find the *Best Buy* is Plymouth! **PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.**



PRICED WITH THE LOWEST—The Commercial Credit Company has made available—through Chrysler, De Soto and Dodge dealers—terms which will fit your budget and make it easy to buy a new Plymouth today.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p. m., E. S. T.

PLYMOUTH BUILDS GREAT CARS

FEET TELL A STORY...



Once this was a beautiful floor. But even well-groomed feet like these wear shoes with rough and gritty soles that scrape and scratch and nick a floor that is *not* protected. And when a floor looks so badly, so looks the entire house. This lack of protection, say the makers of Johnson's Wax, is the cause of unsightly "Floor Pox" (ugly worn spots in doorways, between rugs and at other points where constant traffic has hammered at the finish).



No Floor Pox here! The scuffing, thoughtless feet of a boy in "high-tops" can't hurt this mellow, lustrous floor protected with a hard, tough coat of genuine Johnson's Wax. For, say the makers, an application of Johnson's Wax costs but a few cents a room, a few times a year, and provides a durable, translucent film of rare and lasting beauty. "Prevent Floor Pox—walk on wax and save your floors."

She Lost Interest

NOR could you blame her. She had been attempting to read an article for over an hour. But her mind wandered. Why she could not tell. The room in which she sat was summer cooled . . . and therein lay the difficulty. It was cool, yes, but this coolness was not perfectly controlled. The result was — first a sensation of being too cool, then a sensation of lack of ventilation — a vague feeling of discomfort which caused her mind to wander. Healthful summer cooling demands perfect co-ordination by Automatic Control of the four essential factors: Cooling, De-humidifying, or drying, Circulating, and Cleansing, all under the guidance of a Minneapolis-Honeywell Automatic Control.

BE INFORMED

Be informed. Learn the essential requirements for True Air Conditioning before you start. These requirements are explained in the booklet, "This Thing Called Automatic Heating and Air Conditioning." Write Minneapolis-Honeywell Regulator Company, 2919 Fourth Avenue South, Minneapolis, Minnesota.



AIR CONDITIONING
ASSURES YEAR ROUND COMFORT

if . . . the System is Completely and Automatically Controlled by

MINNEAPOLIS-HONEYWELL

BROWN Industrial Instruments • NATIONAL Pneumatic Controls



FIRST CAME STEEL... *then* COP-R-LOY

"Feels Great! Doesn't It?"... Yet the refreshing coolness of shaded woods and running streams is not confined to the brief respite of a summer vacation. Air conditioning systems of today bring the same relief from discomfort and fatigue to home life and recreation, to office workers and factory employees, to travel by land and sea. The efficient and continuous operation of these air conditioning systems rests upon sheets of steel and pipe of steel.

To this basic efficiency Wheeling has given COP-R-LOY, the famous copper alloyed steel that pioneered a new standard of durability for the economy of longer and more dependable service. COP-R-LOY, in sheets and in tubular form, is the choice of industrialists, engineers and builders for *all* projects where the demand is for steel that must endure. It's Wheeling Steel.



Copyright by Wheeling Steel Corporation, Wheeling, West Va.

COP-R-LOY IT'S WHEELING STEEL

Reg. U.S. Pat. Off.

Copyrighted material

CINEMA Arts

JUNE 1937

IMITATION

There are some 6,192 magazines in the U. S. Some are good, some are not. Most of the good ones have imitators. Most of the imitators are bad. The only thing we want to imitate about LIFE is its circulation and its excellence.

Briefly, CINEMA ARTS is a quality movie magazine (cinema magazine to you). It will attempt to do for the Cinema what FORTUNE has done for Industry and ESQUIRE for Men. It is printed FORTUNE-size, on the presses that print FORTUNE. CINEMA ARTS is published in the belief that the Screen is a living, vital force in the life of today; that, more than any other form of art expression, the Cinema reflects and interprets the changing moods, fashions and philosophies of the times. Just as architecture is "frozen" music, it is the hope of CINEMA ARTS to capture and "freeze" on paper something of the fleeting beauty of the films. This is our credo. Let an intelligent, discriminating film public be the judge.

One thing we guarantee: You won't have to hide CINEMA ARTS under your arm when you meet a friend. Most likely, the friend will have one too . . .

CINEMA ARTS costs fifty cents a copy, five dollars a year. But to readers of LIFE, we offer a three-months' introductory subscription (see below) for only One Dollar. What's more, we'll RETURN that dollar if you're not satisfied.

CINEMA ARTS, 250 PARK AVE., NEW YORK CITY

I like LIFE. I expect to like CINEMA ARTS. Please send three issues for One Dollar (enclosed). If dissatisfied, I will return the magazines and you will refund the money in full.

NAME.....

(PLEASE PRINT)

STREET.....

CITY.....

STATE.....

Copyrighted material

NEW! FIRST ISSUE!

WHEN A

LONG SPARKLE

IS A NECESSITY...



MIX THEM WITH CANADA DRY'S SPARKLING WATER

A summer highball is always more cooling when you can sip it *leisurely*. And this calls for a mixer with a sparkle that *lasts*. Canada Dry's Sparkling Water is *extra* lively and *you can prove it*. Leave an opened bottle of Canada Dry's Water in your refrigerator. Twenty-four hours later it will still be alive and sparkling. Or pour Canada Dry's Water into a champagne glass and note the steady, brilliant effervescence. This is the famous "Champagne" Sparkle,—the result of Canada Dry's special PIN-POINT CARBONATION.

NOW AT NEW LOW PRICES

LETTERS TO
THE EDITORS

Ohio State

Sirs:

We college students out here in the Midwest have a complaint to register concerning your magazine. Ever since you began publishing you have, on occasions, carried pictures showing college life in American universities—but so far you have apparently assumed that there are no American universities this side of the Alleghenies.

We, out here in the educational hinterland have enjoyed your pictures of eastern schools—but darn it, we do things out here too.

For instance, we have the largest ROTC unit in the country here at Ohio State. Every Wednesday afternoon from now until June, 3,800 members of the campus ROTC line up for a review. They form a company front reaching over a half mile. Each man is in uniform. We have three complete military bands.

AUGUST BRUNSMAN

Editor

The Daily Ohio State Lantern
Columbus, Ohio.

Harvard

Sirs:

COME TO OUR PARTY
ELIOT HOUSE SPRING
DANCE POST EXAM SPREE.
CHICK WEBB PLAYING FOR
LARGEST HARVARD HOUSE
DANCE OF THE YEAR. RSVP

FRANK EATON

Eliot House Dance Committee
Cambridge, Mass.

Mt. Holyoke

Sirs:

I note that Vassar and Smith Colleges have been given some nice and interesting pictures in recent copies of LIFE. You may be aware of the fact but I just want to remind you that Mount Holyoke College holds its centennial celebration in May and I think some pictures of this celebration would be of interest to a great many of your subscribers.

H. W. THOMSEN, M.D.
Utica, N. Y.

Randolph-Macon

Sirs:

UNDERSTAND YOUR PHOTOGRAPHERS IN THIS VICINITY. ARE YOU INTERESTED IN PHOTOGRAPHING THE TWENTY SECOND ANNUAL OUTDOOR PERFORMANCE GREEK PLAY IN ORIGINAL RANDOLPH MACON COLLEGE? THIS COLLEGE LONG RECOGNIZED BY ALL AGENCIES INCLUDING PHI BETA KAPPA STUDENTS FROM THIRTY SIX STATES AND FOREIGN COUNTRIES.

LOUISE SIMMONS

Assistant Registrar

Randolph-Macon
Lynchburg, Va.

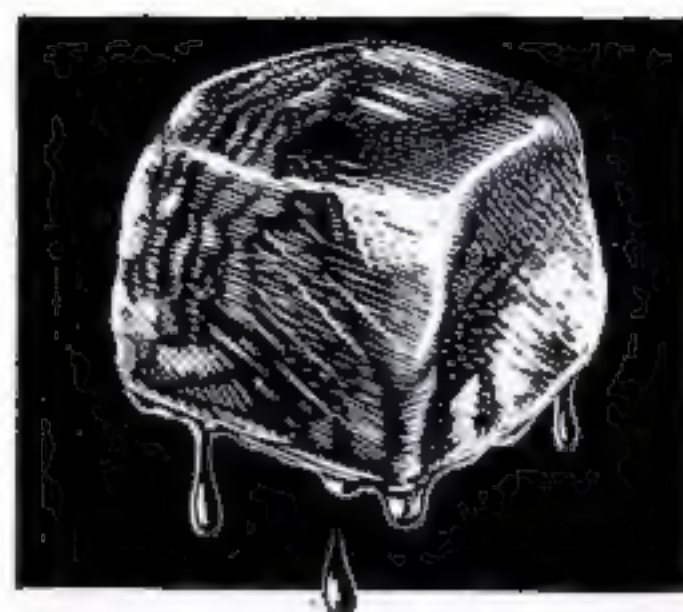
Harding

Sirs:

This letter is in reference to Harding College at Searcy, Arkansas.

This college is different from any other college in the United States in that it provides a four-year senior college course at the lowest rates in the United States—namely, \$200 a year for tuition and room and board. Seventy-five per cent of the students, both boys and girls, come from homes of the utmost poverty—mostly shacks and broken-down farms.

(continued on page 9)

MELTING ICE
WON'T SPOILTHE
"LAST
INCH"When you mix your Collins
with this "Soft-Stillled" Gin

Notice the result in long Gin drinks. Full flavor to the "last inch." Even a big batch of Martinis keeps rich despite melting ice. To get this extra richness in Seagram's Gin we imported a famous 100-year-old still, took it apart piece by piece and reproduced it exactly.



Make this test. Pour a teaspoonful of Seagram's "Soft-Stillled" Gin into a pint of water. Stir it. Smell it. Taste it. You still get a rich aroma and flavor—even when it's diluted 16 to 1.

SEAGRAM GIN
COOLER

2 oz. Seagram King Arthur Gin, juice of 1 lemon, juice of ½ lime, 1½ teaspoons sugar, 1 spoonful grenadine. Shake well with ice and strain into large glass, adding ice cubes and soda to fill glass. Decorate with slice of orange or pineapple and a cherry. Seagram Distillers Corp., Office, N. Y.



Distilled London Dry Gin made from 100% American Grain Neutral Spirits. 90 proof.

A Friend of yours Makes these Ties



Your old friend Arrow now makes neckties!

Yes, the same Arrow who makes practically the whole world's supply of collars...

The same Arrow who fathered that gay blade, the Arrow Collar Man...

The same Arrow who is the world's largest maker of fine shirts...



The same Arrow whose label has become America's Number One symbol of masculine style!

Now this same Arrow is making ties. And very good ties indeed! Ties whose patterns our style scouts root out abroad. Ties possessed of patented Arrow features and beautifully tailored by the most skilful fingers in America.

There's a wide range of fabrics, colors, patterns and ideas. They're to be seen now at your own Arrow Dealer's. They're to be had for the unpretentious prices of \$1 and \$1.50. Better look 'em over.



If it hasn't an Arrow label
it isn't an Arrow Tie

ONE DOLLAR

...You can't beat these new Arrow Ties for summer wear. Light, cool foulards and crêpes, designed for us by continental artists, tailored in

Troy by Arrow. Very exceptional value at the Arrow price of \$1. Your Arrow dealer has them. Cluett, Peabody & Co., Inc., Troy, New York.

This One



RUG2-EEZ-YAXC

Copyrighted material



—“and we’re going to California in our Packard”



IT STARTS EARLY—this recognition of Packard as a shining symbol of all that is smart in motor cars.

This is true today. And it has been just as true throughout Packard's 37 years of life. Probably you, if you look back into your memories, will realize that your admiration for Packard started back in your childhood.

This is perhaps the chief reason why Packard's two lower-priced cars—the Packard 120 and the Packard Six—are the sales sensations of the year. For both of them now make it possible for most Americans to realize the life-long dream of someday owning a Packard.

Even a brief inspection of these two Packards will prove to you that, inside and out, they have the smartness, verve and distinction that have made

Packard your longed-for car. You will agree that both cars are *real* Packards, embodying not only Packard's famous lasting identity, but also Packard's celebrated long mechanical life.

These two Packard “lives”—long mechanical life and enduring beauty—are two important reasons why the Packard 120 and the Packard Six are shattering precedents and sales records.

The *other* reasons for the car's sensational triumph you will discover before you have driven them a mile. You will discover an agility, a fleetness of acceleration, you never suspected could be built into cars of such generous size. You'll find them thrillingly easy to handle, turn and park.

And when you take out your pencil and start to figure, you'll get the pleasantest surprise of all. For you will find that both cars are very easy to buy, and even easier to maintain. You will find

that, without straining in the least, you can be a Packard owner.

For example, your present car will probably fully cover the down payment on a Packard Six. And the usual monthly payment comes to *less* than \$35 a month!

Why not drop in on your Packard dealer this week?

PACKARD

PACKARD 120 ★ PACKARD SIX

Let your Packard dealer give you complete price information and tell you the easy terms by which you can own a Packard. Ask for booklet “The Business of Buying and Owning a Motor Car,” an invaluable guide in the selection of any car.

ASK THE MAN WHO OWNS ONE

Stop playing
the DEVIL
with your chin



Take the H
out of shaving
—HERE'S HOW

Men, there's a new way to shave—and it's better! Better because it gives you a shave for your particular type of beard and skin. You see—your skin and beard are either oily or dry, and each of these two types needs a different shaving cream. That's why we make two creams! If your skin and beard are oily, use Mennen Lather Shave—it removes excess oil from your beard more quickly, wets your whiskers more completely, and cleanses your pores. But, if your skin is dry use Mennen Brushless—it conserves the natural oils of the skin, helps relieve dryness, tightness, and it's a cream, not a grease.

You owe it to yourself to find out which Mennen Cream fits your face. Send 10c for the Mennen Skin Tester Kit, containing liberal demonstration sizes of 3 Mennen Products—including both Lather Shave and Brushless (as well as Skin Bracer, Skin Balm and Talcum for Men). Address Dept. 8-47 The Mennen Co., Newark, N. J.



LETTERS TO THE EDITORS

(continued)

More often than not the men arrive with just a shirt and overalls and generally with shoes that are falling off their feet. The girls come in one-piece cotton dresses and often with underwear made from flour sacks.

When these boys get to Harding College, they work their way through, working three or four hours a day at 20 cents an hour. The same applies to the girls. The boys work on the college farm—till the land, milk the cows, take the milk to the college kitchen, do all the cleaning in the college kitchen, stoke the furnaces, build houses on the campus, doing the whole job from hauling the stone to putting it into place—all the carpentry, painting, electrical work, and plumbing, and they are responsible for the upkeep of the college buildings.

CUTHBERT HICKS
New York City

Lake Erie

Mrs.

You have given us good pictures of LIFE in several Eastern colleges, such as Smith and Vassar. Why cannot we have some from the Middle West? Lake Erie College in Painesville would provide excellent material, and prove that we need not all go to the East for social and cultural graces.

MARGARET H. MILLER
Clyde, Ohio

Sweet Briar

Mrs.

I am writing at the request of many Sweet Briar students to tell you about our May Day. May Day is the biggest event of the year at Sweet Briar and one of the foremost events of Southern college life. This May the theme is an Elizabethan village, with the queen and her court and every student and faculty member participating in costume. The colorful pageantry begins with a horse-show and includes jousts, dances, plays and two prides.

JEAN McKENNEY, Editor
The Briar Patch
Sweet Briar, Va.

Louisville

Mrs.

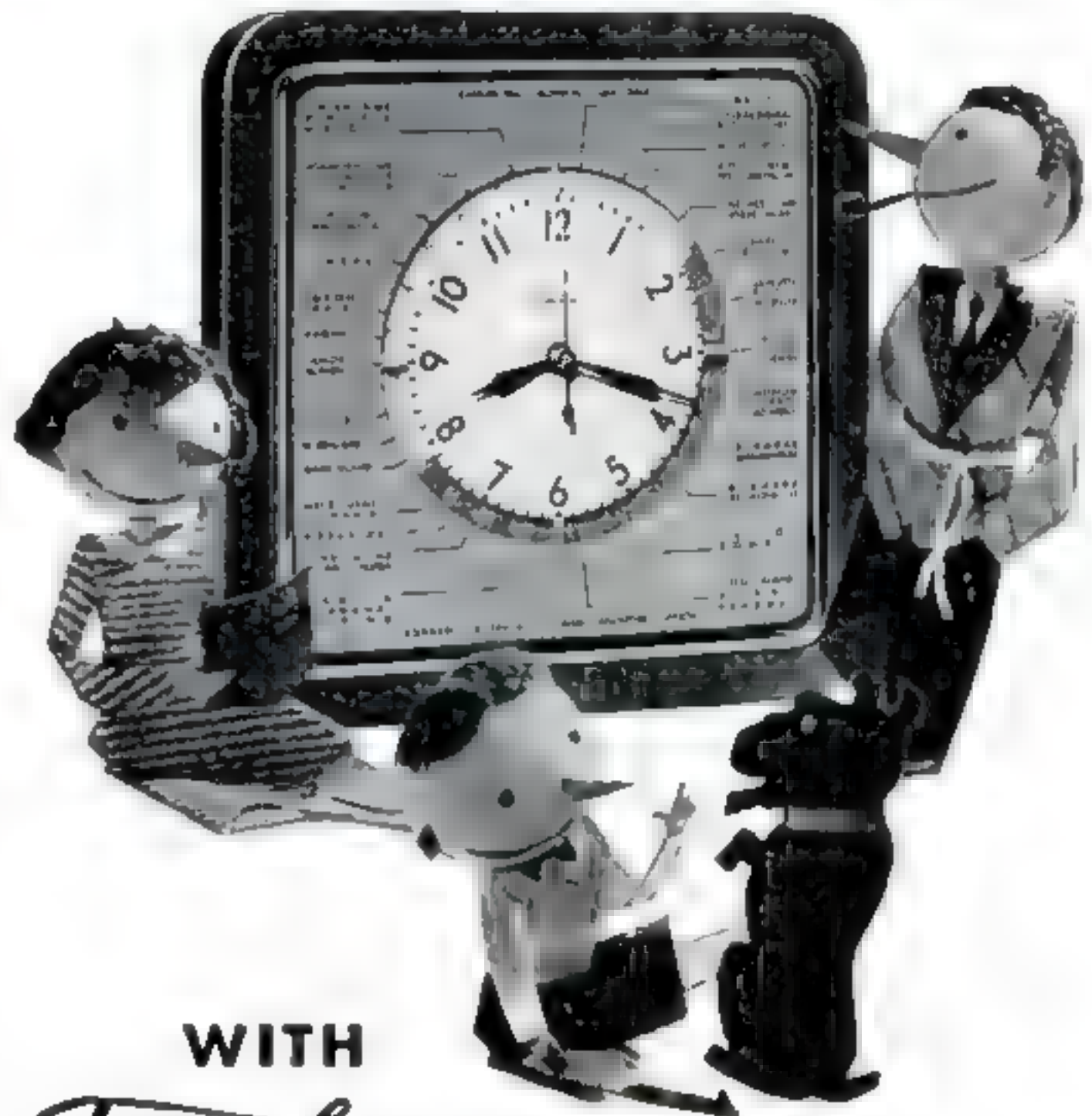
This is the Centennial Year of the University of Louisville. "The Nation's Oldest Municipal University."

The University, situated in the southern part of Louisville and occupying grounds and buildings that formerly held a Juvenile Reform school, is rich in tradition and lore that I think would go to make a good pictorial layout.

LEONARD BRODSKY
Louisville, Kentucky

LIFE thanks its readers for their many ideas and suggestions, herewith presents its first issue entirely devoted to a single subject—U. S. colleges and universities. While thus saluting higher education in general, LIFE regrets that space limitations prevent it from reporting in more detail on all the units that compose this enormous and fascinating field.—ED.

TIME-PEACE IN THE JONES FAMILY



WITH
Telechron
TIME

THE Joneses, friends used to say, were a riot. They were expected late, and always came up to expectations. When a Jones caught a train, or kept an appointment, it was an event.

But how the Joneses have changed! Their promptness is a pleasure. Their home is the most serene on the street. Now they live on Telechron time.

Four or five Telechron clocks, plugged into the regular electric outlets in different rooms, provide a complete time-keeping system. The same time, the right time, all through the house.

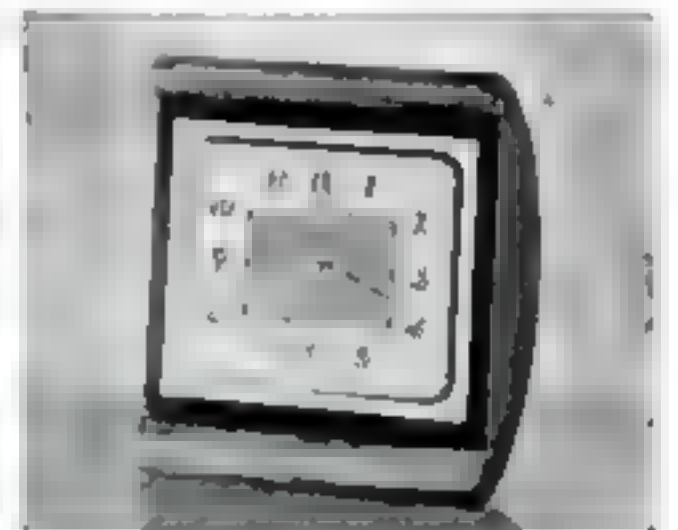
Within the handsome case of every Telechron clock is the famous Telechron self-starting motor, sealed in oil for quietness and long life. Models for every use are priced from \$3.50 at good jewelry, electric, gift and department stores.

Prices subject to change without notice

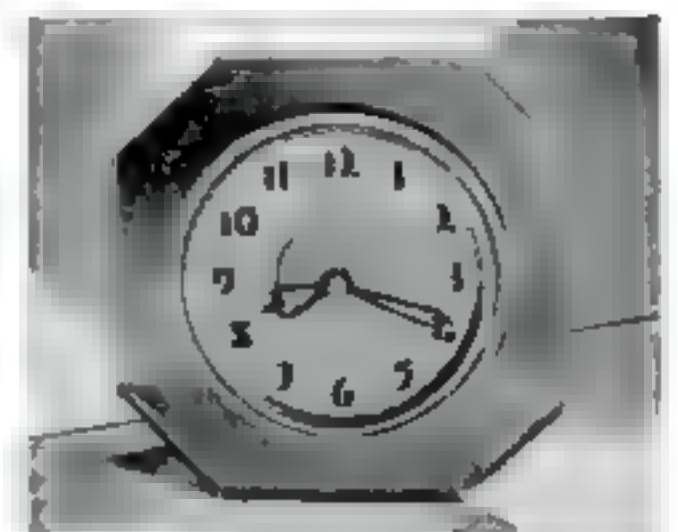
WARREN TELECHRON COMPANY
Ashland, Massachusetts
(In Canada, the Canadian General Electric Co.)
Schools, hotels, hospitals and office buildings are synchronizing their time with efficient Telechron commercial systems.

Telechron
(Reg. U. S. Pat. Off. by Warren Telechron Co.)

(Above) GLOBETROTTER is the answer to the radio fan's dream. This unique "world time" clock can be set to show comparative local time the world over. Have it demonstrated today! Walnut case, 6 1/4 inches high. \$7.50



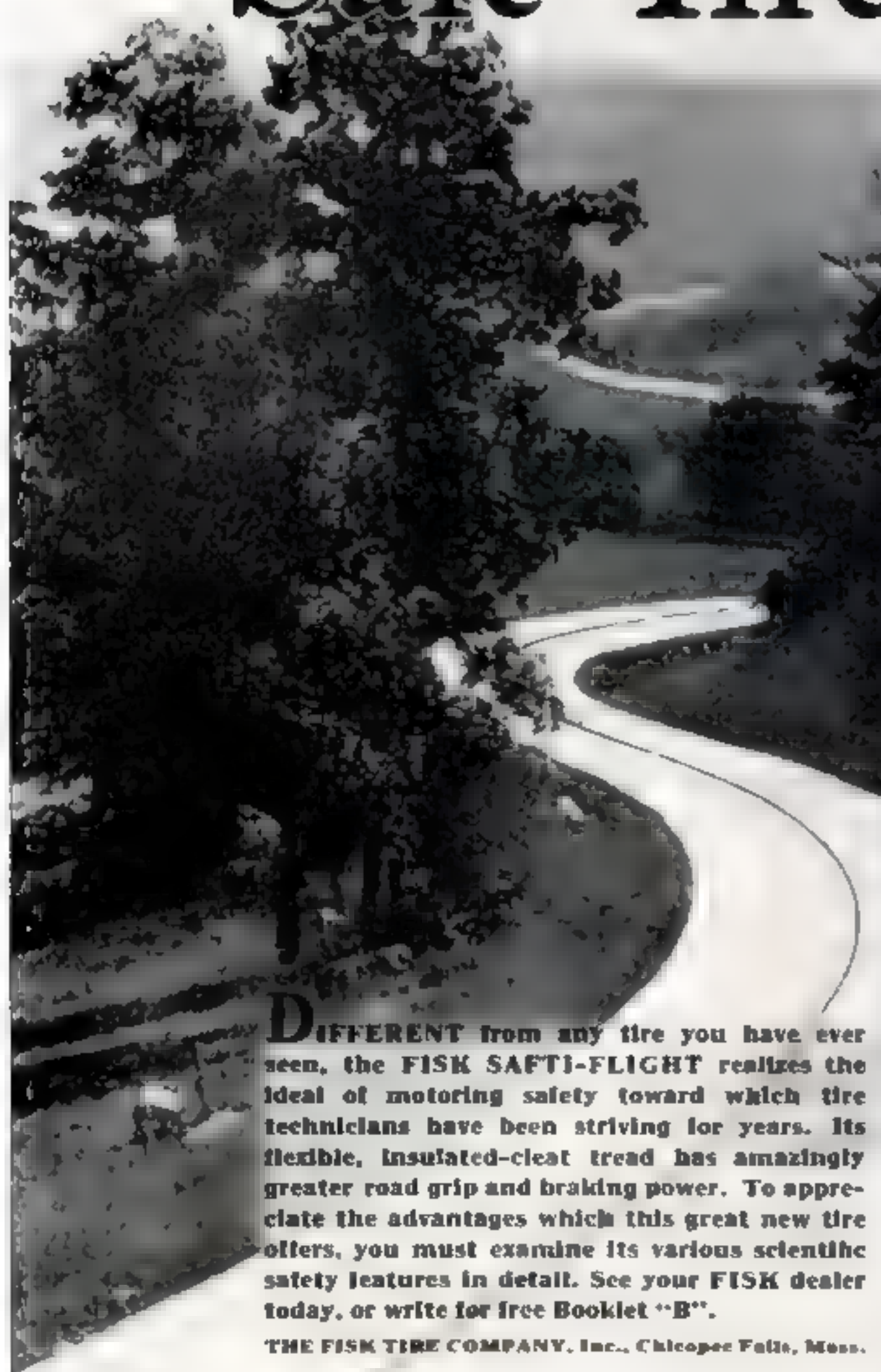
NASSAU is a distinctive modern design in brown walnut, with Burma Padouk back and rolls. The dial is white and cream, with the numerals outlined in black. Modestly priced at \$6.95



MIROLARM, a dainty new alarm clock, ideal for the boudoir. The case is in blue or rose glass with a mirror finish. Priced at only \$6.95
Iris, same design with different dial and without alarm, is \$5.95.

SELF-STARTING
ELECTRIC CLOCKS

At last — A Really Safe Tire!



DIFFERENT from any tire you have ever seen, the FISK SAFTI-FLIGHT realizes the ideal of motoring safety toward which tire technicians have been striving for years. Its flexible, insulated-cleat tread has amazingly greater road grip and braking power. To appreciate the advantages which this great new tire offers, you must examine its various scientific safety features in detail. See your FISK dealer today, or write for free Booklet "B".

THE FISK TIRE COMPANY, Inc., Chicopee Falls, Mass.

FISK SAFTI-FLIGHT

STOPS YOU FASTER Streamlined tread, made up of hundreds of independent rubber cleats insulated by ribbons of specially compounded white gum, gives maximum tread flexibility, adds amazingly to road-gripping qualities and braking power under all road conditions.

STARTS YOU FASTER The independently acting rubber cleats prevent "initial spin" and give instant traction.

ROLLS MORE QUIETLY The streamlined tread eliminates angles and pockets that cause "tire hum."

RIDES MORE SMOOTHLY The tread gives an unbroken contact with the road surface, insuring positive traction without "bumping action." The whole tire is so flexible that 6-ply SAFTI-FLIGHTS give the sensation of riding on 4-ply tires while affording the greater protection of two extra plies.

IS SAFER The flexible cleated tread responds more quickly to rapid acceleration or to rapid application of brakes. On any road surface you stop in a shorter distance—in a lesser time—IN A STRAIGHT LINE.

GIVES LONG MILEAGE Fisk's Anti-Friction Cord construction and Air-Flight principle of design, with the additional advantages of the Saffi-Flight tread, insure long, safe, worry-free miles.

Copyright 1937, The Fisk Tire Co., Inc.

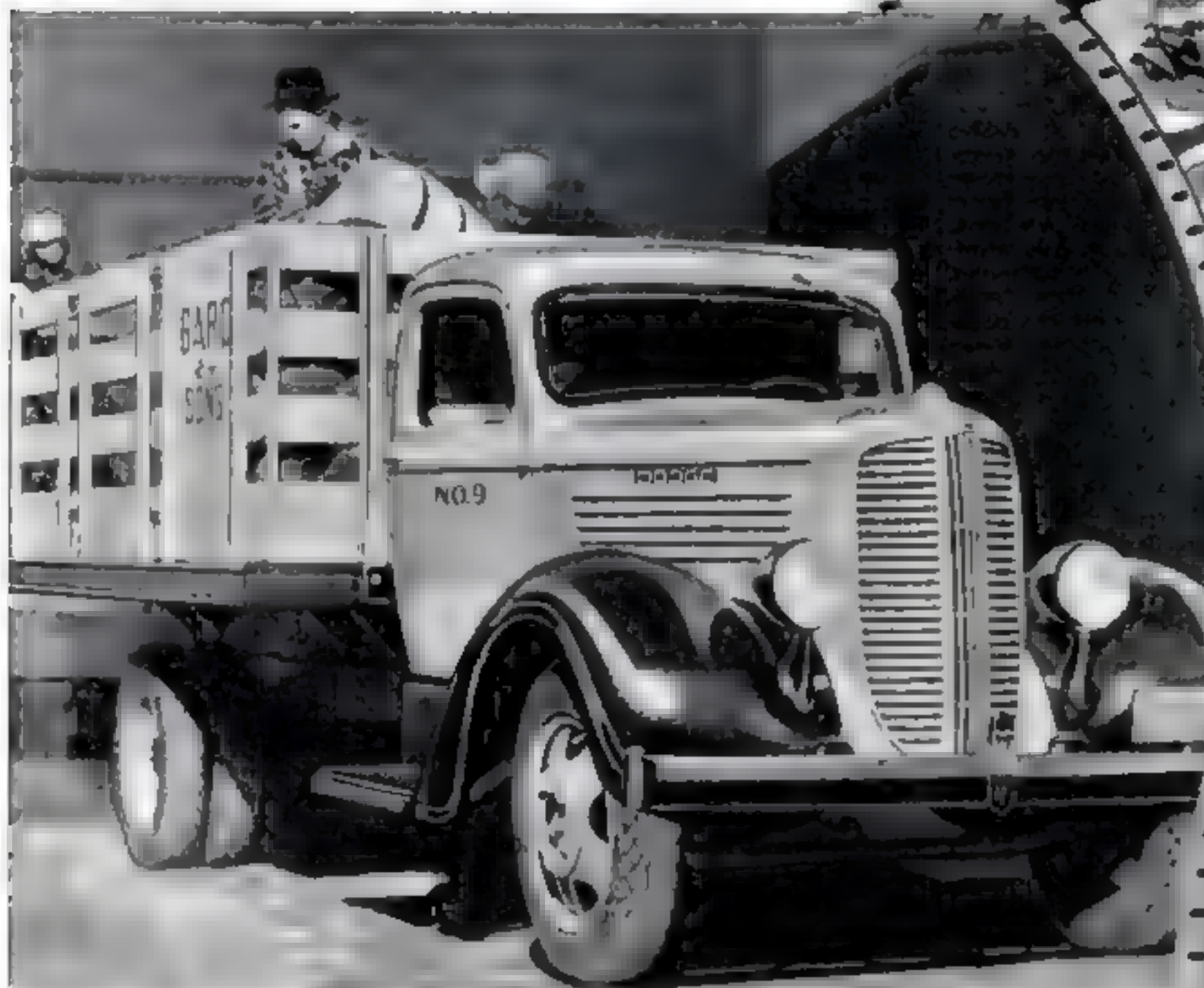
FISK

TIME TO RE-TIRE

GET A FISK

—and now, PLUS-Protection IN THE Skid ZONE, too

"DODGE HAULS MORE ON LESS GAS!"



Dodge 1-Ton Stake—6-Cyl., "L"-Head Engine—2 Wheelbases, 9' and 12' Bodies.



ANDREW SURPRENANT
Bourbonnais, Ill.

"OUTPERFORMS ANY TRUCK I HAVE TRIED ON TOUGH 78-MILE RUN"

"I have been buying and using trucks for 9 years. During this time I have had an opportunity to test different trucks under varying load conditions. A short time ago we tested one of the new 1937 Dodge trucks and I was simply amazed at the way this truck performed. Our tests show Dodge hauls more on less gas. It outperforms any truck I have tried on our daily tough 78-mile run under all route and weather conditions. You can quote me as saying 'any man who wants to see something new in the way of brilliant truck performance had better take a look at the new Dodge'."

ANDREW SURPRENANT
44 Bernard St., Bourbonnais, Illinois

No Wonder America is SWITCHING TO DODGE!..PRICED WITH THE LOWEST!..

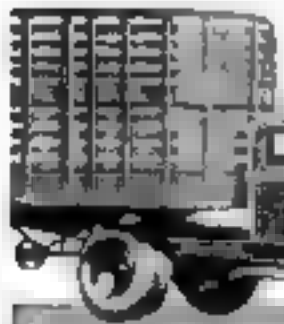
DODGE quality truck features mean extra value for your money. And this extra margin of quality built into Dodge trucks is changing America's truck-buying habits. Proof of this is found in the fact that business men from coast to coast, literally by the thousands, are switching to Dodge trucks. When you go to buy your next

truck it will pay you, too, to forget about claims and compare known, recognized, quality features. The truck "Show-Down" score card makes it easy for you to compare all the lowest-priced trucks. Get one free from your Dodge dealer today.

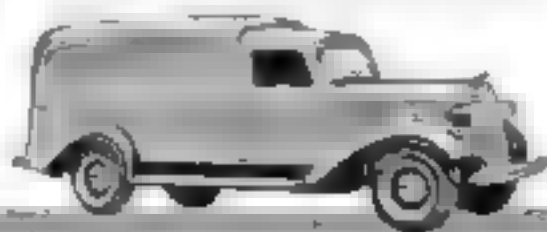
DODGE

Division of Chrysler Corporation
For your own protection, your Dodge dealer will arrange easy terms to fit your budget, at low cost, through Commercial Credit Company.

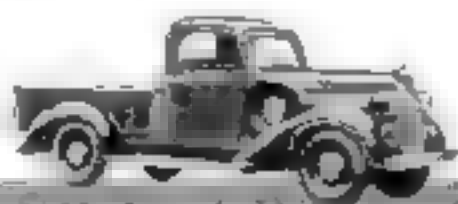
Tune in Major Bowes, Columbia Network, every Thursday, 9 to 10:00 P. M., E. D. S. T.



New 2 Ton Tractor-Trailer—6-Cyl.—4 Std. Wheelbases, 133", 148", 159", 177".

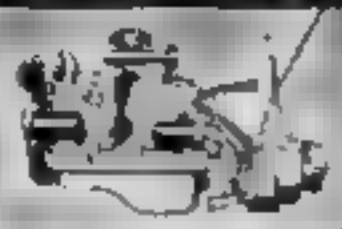


New 1 Ton Panel—6-Cyl.—136" W. B. For bakeries, laundries, florists, etc.



1/2 Ton Pickup—6-Cyl.—116" W. B.—For plumbers, farmers, contractors, etc.

BUILT TO OUTPERFORM... and OUTLAST THEM ALL!



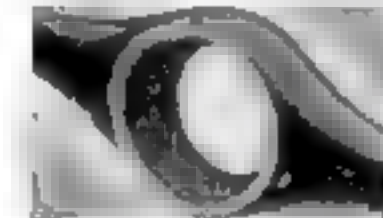
Only Dodge of the lowest-priced three gives you a 6-cyl. "L" head engine.



Dodge pioneered roller-bearing universals in low-priced trucks.



Full floating rear axle was pioneered by Dodge in low-priced 1 1/4 ton trucks.



Dodge pioneered the one-piece rear axle housing.

- Four main bearings instead of only three—another feature pioneered by Dodge in low-priced trucks.
- Four piston rings instead of only three—only Dodge of the lowest-priced three gives you this quality feature.
- Get a "Show-Down" score card and see how many more extra quality features Dodge gives you—See your Dodge dealer.

SPEAKING OF PICTURES . . .



Yale '86 had as great a football team as ever played for Old Eli. It scored a total of 698 points, while 13 opponents scored a total of zero. Fly in '88's ointment was that it didn't beat Harvard, but only because Harvard refused

to play. There was a Yale-Harvard argument and Harvard, as sagacious as it was sensitive, forfeited the game. Sprawled in foreground above are William Wurtenberg (left) and William Graves. The player with handle-bar

mustache and football is Captain William Corliss. At his right: Thomas McClung, Amos Alonzo Stagg (farthest left). Back row: William Rhodes (left), George Woodruff, Walter Heffelfinger, Charles Gill, F. W. Wallace, William T. Bull.



Twenty-five years later '88 had a reunion and "Pa" Corliss gathered his cherished team together for a picture. The team posed in the same positions they took in their original picture (top). But Stagg was absent. McClung

took his place at extreme left. Perry Harvey, a substitute, stood next to him in the back row. Four men on the team became football coaches: Stagg, Rhodes, Woodruff, Bull. Stagg coached at Chicago for 41 years, became the "Grand

Old Man of Football," is still coaching at the College of the Pacific. McClung became Taft's Treasurer of the U. S. "Pudge" Heffelfinger, Yale's greatest lineman, played through an entire football game at the age of 53.

... PACH BROS. PHOTOGRAPHS OLD ELI



THESE ARE GENTLEMEN OF THE CLASS OF '78, POSING FOR THEIR OFFICIAL PICTURE AGAINST THE OLD YALE FENCE



One of the most valuable props owned by a U.S. photographer today is a fragment of the old Yale fence, shown at the left with an oldtime Yale crew captain, Augustus Blagden, '01, posed against it. For 50 years, every Yale captain has stood against the fence, hands on the top rail and foot on the middle, and thus had his official picture taken. Longer years ago, Yale classes used to stand in small, dressed-up groups against the fence for their pictures. The fence then stood at the Chapel Street edge of the campus where Bingham and Vanderbilt Halls now stand. Seniors posed against it (above) until 1889 when it was pulled down. Ten years before, in a particularly furious class rush, part of the fence was

demolished. Someone at Pach Bros., New Haven photographers, rescued a piece of the fence and Pach Bros. has blessed him ever since for the foresight which has given that concern a monopoly on pictures of Yale captains. In 1929, there was consternation at Yale when the fence was stolen. Pach Bros. called in the police, said it valued the fence at \$10,000. The *Lampoon*, Harvard's humorous magazine, returned the fence after having posed its janitor up against it in sacrilegious mockery of Yale's captains. The photographs of old Eli that appear on these pages were all taken by Pach Bros. whose files run the gamut of collegiate style through handle-bar mustache, slick-parted hair, high-buttoned jacket and tall stiff collar.

Helps you hit the high ones...this
FRIENDLY STIMULATION

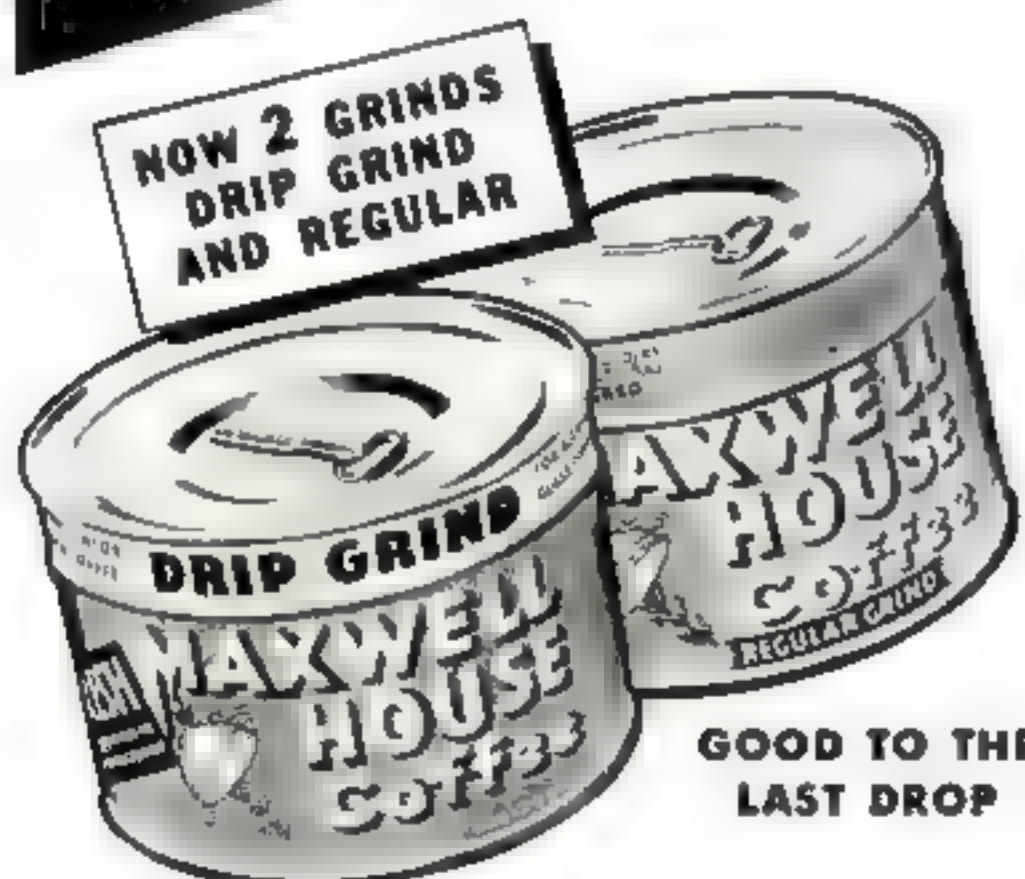


TRIPLE TAPS FROM HAL AND MAY RAYMONDE, two of the brightest stars in the entertainment world. "A strenuous life—this dancing!" says Hal. "And believe me, many's the time the friendly stimulation of Maxwell House has been a real life-saver!" "Right!" chimes in May. "Maxwell House is one grand coffee! It's always so marvelously fresh and full-flavored!"

"OK ON THAT!" SAYS WINI SHAW singing star of Warner Bros. pictures. "The best friend I know when I'm tired is a sparkling cup of Maxwell House! It's so refreshing!"



"GANG-BUSTER" MAN, PHIL LORD, ace radio writer, author of "Gang-Busters" and "We, The People," enjoys, after a strenuous rehearsal, a refreshing cup of Maxwell House with Jean Ellington, one of radio's most sought-after actresses. "Yes, sir!" Phil says. "When it comes to real, rich coffee goodness, my hat's off to Maxwell House. It's got 'em all stopped!"



**GOOD TO THE
 LAST DROP**

Rich, mellow coffees, the choicest in the world—blended with the utmost skill and care to bring you the finest, most delicious coffee you've ever tasted...

Kept truly roaster-fresh—as fresh as the very hour it left the roasting oven... with every bit of its incomparable full-bodied goodness...

THAT is Maxwell House, one of the world's truly fine coffees. It comes to you in the super-vacuum, Vita-Fresh can you open with a key—the only way science knows to bring you truly roaster-fresh coffee—always!



TUNE IN!—There's LIFE on the air, too! The new Maxwell House Show Boat hour is packed with stars and surprises these days—every Thursday night, NBC coast-to-coast network.

Copyright © 1937

MAXWELL HOUSE COFFEE

SPEAKING OF PICTURES

(continued)



The '82 Crew rowed one of Yale's most celebrated and unsatisfactory races against Harvard. Quarter way through the race, with Yale ahead, the coxswain steered into a patch of eelgrass, lost eight lengths. Yale valiantly made this up, but the rattled coxswain steered off the course during the final sprint. Harvard won.



The '86 Glee Club posed with somewhat greater formality than the athletic teams. They wore more dignified clothes and distinctly more refined mustaches than their athletic brethren. The mutton chops in the centre belong to Thomas Shepard, director of the Glee Club, who composed Yale's famed song, *Little Knot of Blue*.



The '94 Track Team was one of Yale's greatest. It won the second of four successive intercollegiate championships that Yale held. The trophies above are being held by the team's stars: Captain Dean Lyman (left), record-breaking hurdler; and William ("Wild Bill") Hickok, weight thrower, and also a fine football player.

New-Type Shaving Cream Forms Protective Film On Face



GLIDER—Williams "NO-BRUSH" Shave Cream allows blade edge to slide swiftly over skin—off come tough whiskers at the base...

LOOK at your neck in the mirror. Is it pimply, tender, irritated from the daily scraping of your razor's sharp edge? This new-type shave cream helps clear up sore spots quickly.

It's called Glider. You spread it on with your fingers. Never use a brush.

Glider has a film-forming action that allows blade edge to glide swiftly, smoothly over your face—off come whiskers at the base without scraping

the tender skin surface.

Try Glider tomorrow for the cleanest, closest shave you ever had. Instantly softens the toughest whiskers—makes them limp, easy to cut. Its soothing action leaves your face smooth and fresh all day. On sale at any toilet-goods counter.

Aqua Velva For After Shaving

Williams famous after-shaving preparation—closes skin pores—fights off pimples, sore spots—gives your face that clean, cool, "air-conditioned" feeling.

**NO BRUSH NEEDED
WON'T CLOG RAZOR
NOT GREASY**



FREE OFFER

Good only in U. S. A.

Generous introductory tube of GLIDER

The J. B. Williams Co., Dept. LF6,
Glastonbury, Conn., U. S. A.
Please send me a free tube of Glider—
Williams new "No-Brush" Shave Cream.

Name _____

Street and No. _____

City and State _____



CELEBRATING THE 125th ANNIVERSARY

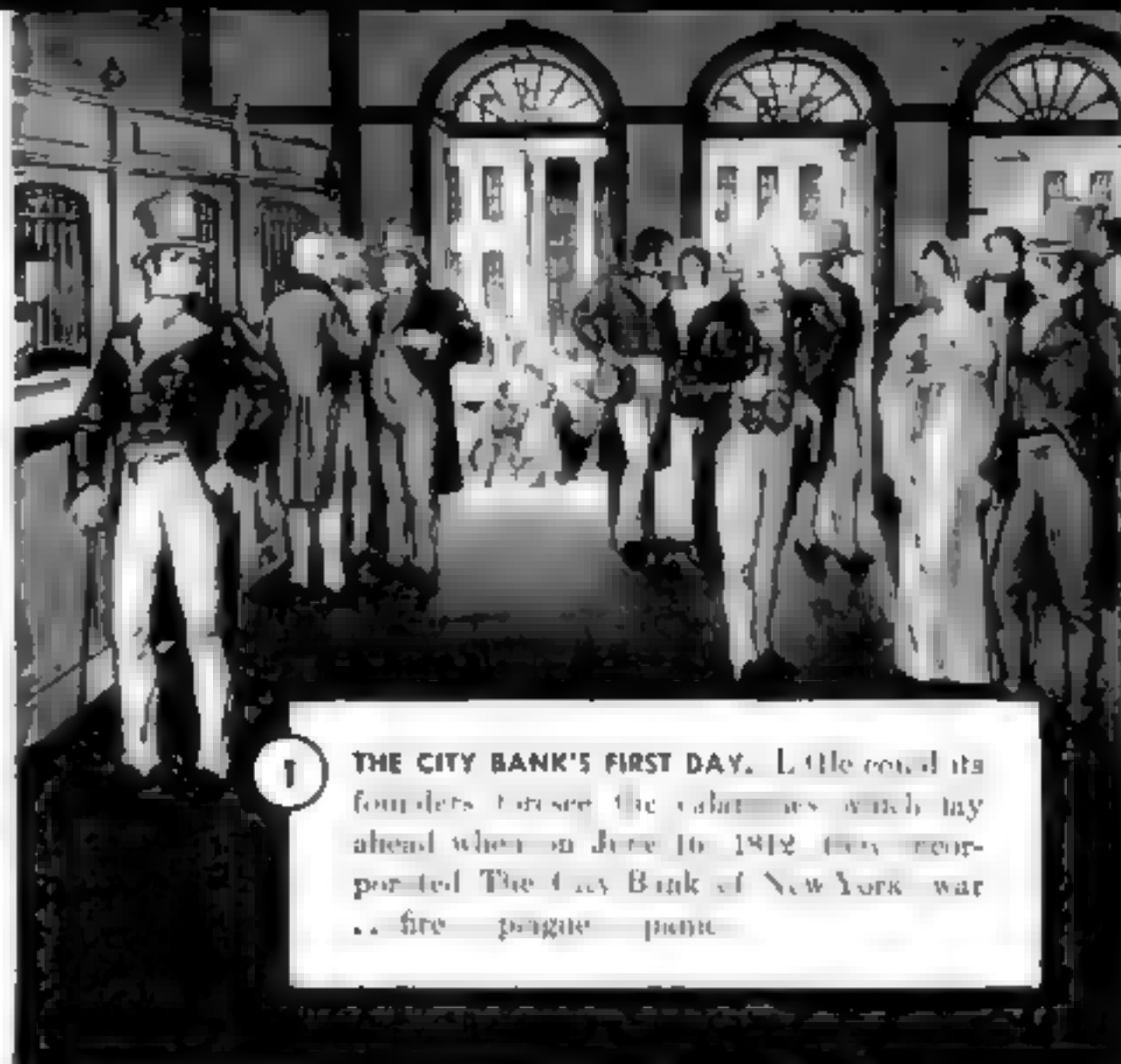
THROUGH WARS, FIRES, PLAGUES AND PANICS

The Story of a Bank That Grew and This Month
Celebrates its 125th Anniversary

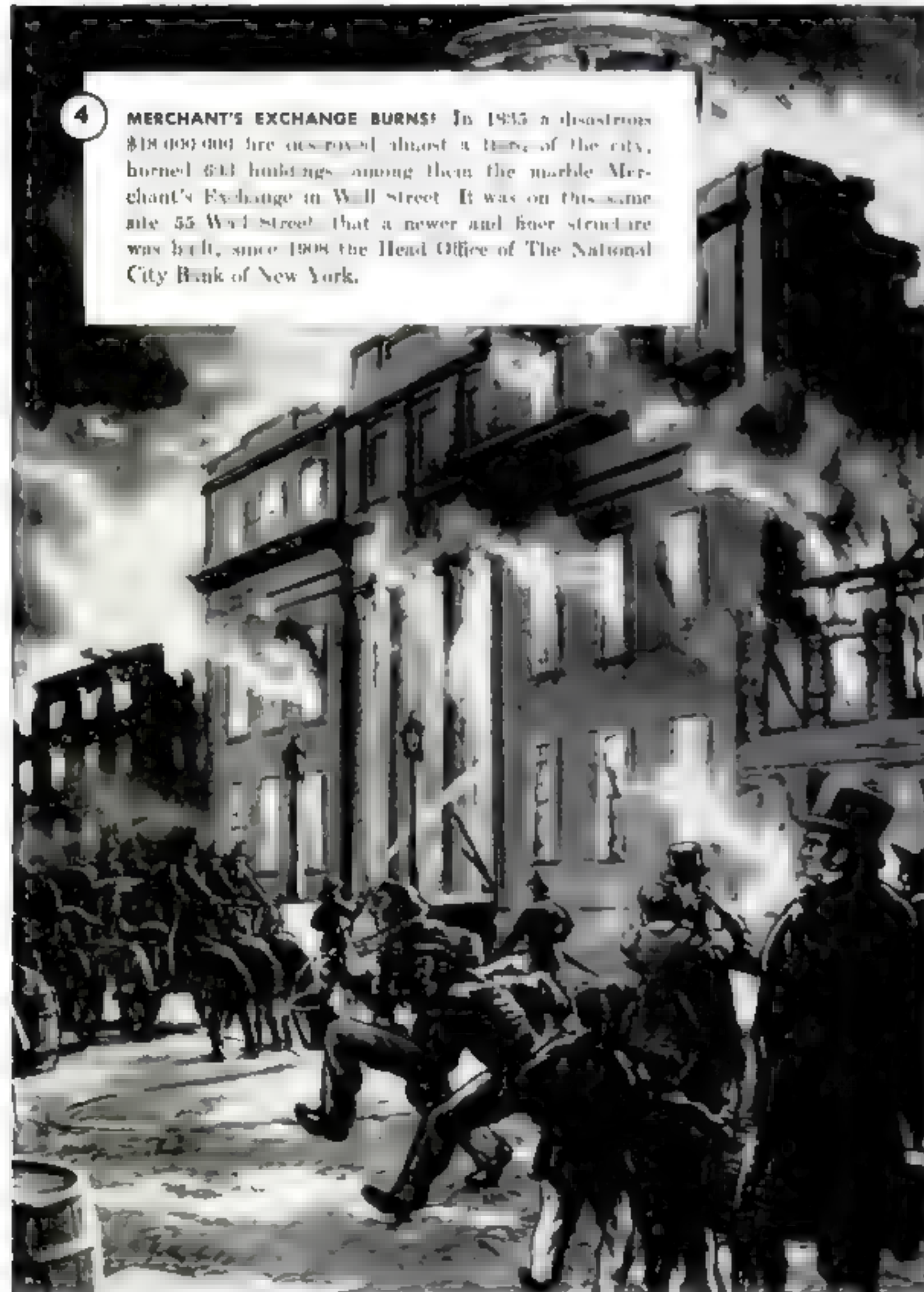
Why are banks? What makes them endure? What service does a big bank perform for its community and the nation at large? How has The National City Bank contributed to the development of New York, and of the United States, in its life of 125 years?

This month, as we mark our 125th Anniversary, we should like to answer these questions simply and factually.

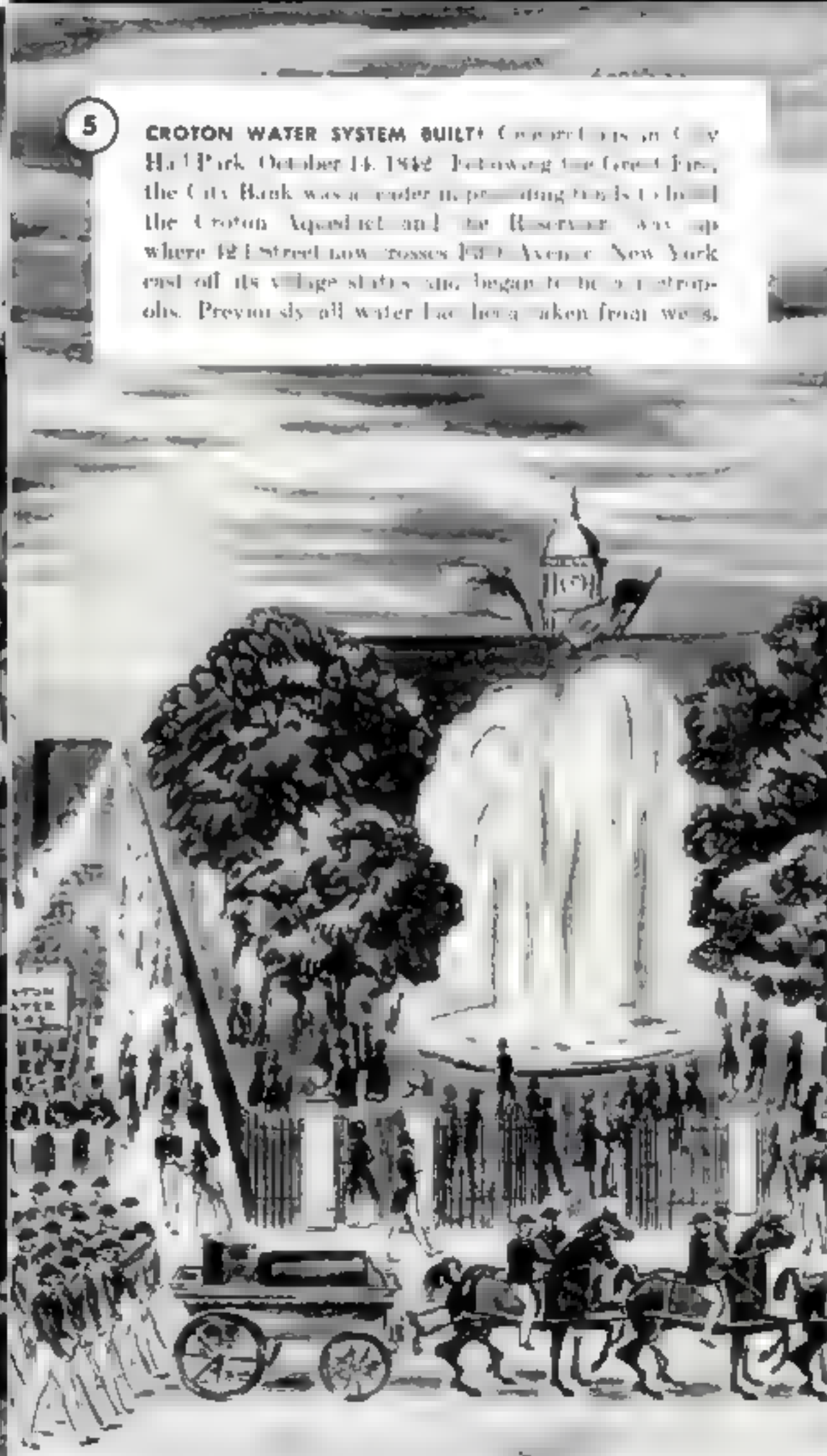
Since this is an era of speed, of quick impressions, of pictures, we shall tell pictorially how our bank grew and how it works.



1 THE CITY BANK'S FIRST DAY. Little could its founders foresee the calamities which lay ahead when on June 16, 1812, they incorporated The City Bank of New York — war — fire — plague — panic.



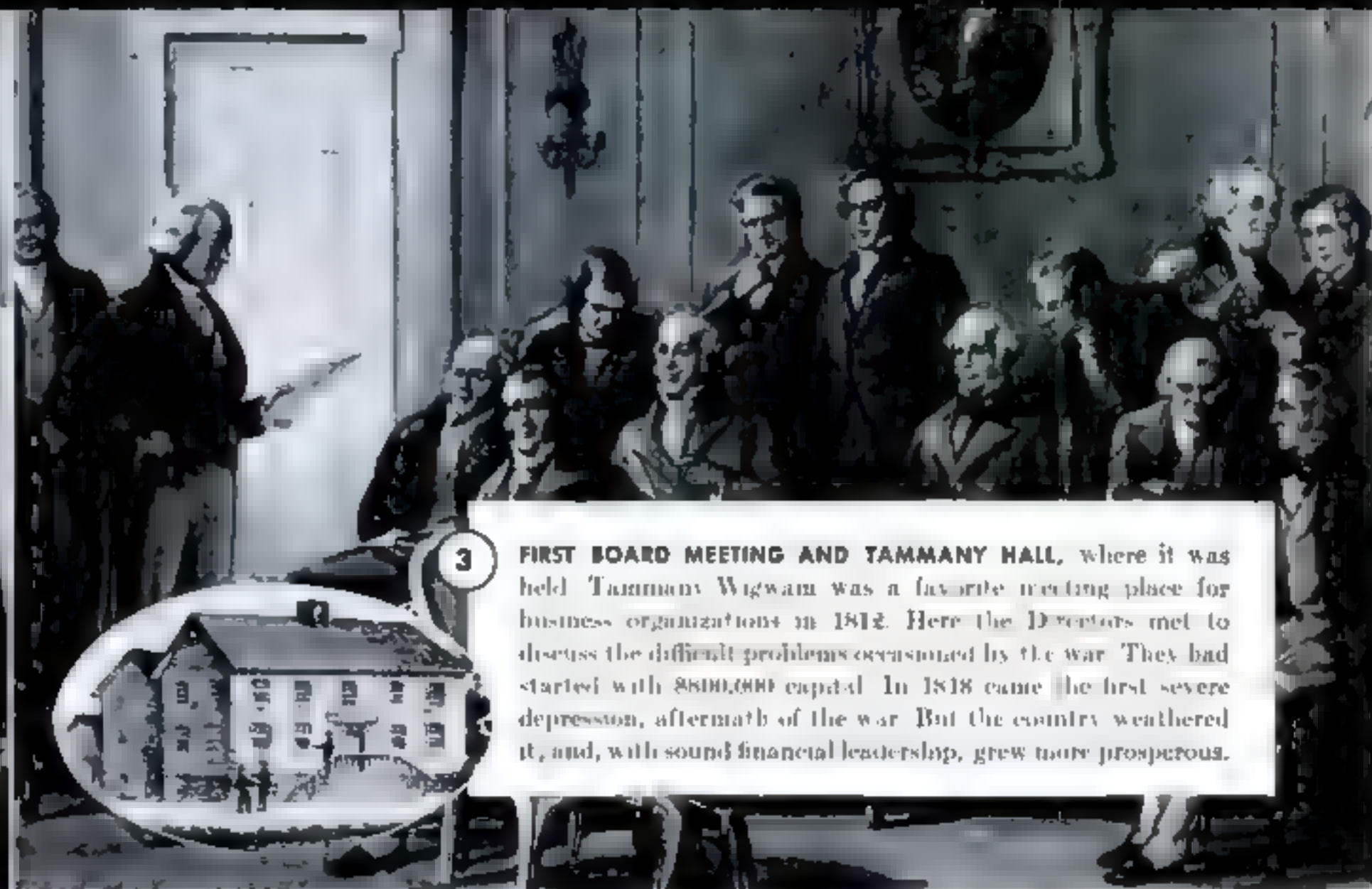
4 MERCHANT'S EXCHANGE BURNS! In 1835 a disastrous \$10,000,000 fire consumed almost a third of the city, burned 643 buildings, among them the marble Merchant's Exchange in Wall Street. It was on this same site, 55 Wall Street, that a newer and finer structure was built, since 1908 the Head Office of The National City Bank of New York.



5 CROTON WATER SYSTEM BUILT! Commenced in City Hall Park, October 14, 1842. Following the Great Fire, the City Bank was a leader in promoting funds to build the Croton Aqueduct and the Reservoir, way up where 121 Street now crosses 190 Avenue, New York east of its village status and began to be a metropolis. Previously all water had been taken from wells.

OF THE NATIONAL CITY BANK OF NEW YORK

2 **SAMUEL OSGOOD** had been George Washington's first Postmaster General. In 1812 he became the City Bank's first President. Two days after the bank was formed, the young republic declared war on Great Britain. The City Bank received subscriptions and subscribed on its own account \$500,000 of the first War Loan.



3 **FIRST BOARD MEETING AND TAMMANY HALL**, where it was held. Tammany Wigwam was a favorite meeting place for business organizations in 1812. Here the Directors met to discuss the difficult problems occasioned by the war. They had started with \$800,000 capital. In 1818 came the first severe depression, aftermath of the war. But the country weathered it, and, with sound financial leadership, grew more prosperous.



6 **YELLOW FEVER!** In 1822 the frightful epidemic of yellow fever raged through the city. Banks, insurance offices, coffee houses were quickly deserted, and the 125,000 people then living in New York fled for safety to the quiet, dreamy village of Greenwich—three miles from the Battery. In this same year our affiliate City Bank Farmers' Trust Company, was founded.

THE HEAD OFFICE AND BRANCHES TODAY

From the Head Office at 55 Wall Street, The National City Bank of New York now covers greater New York with 72 branches, and reaches around the world with 71 branches in 23 foreign countries.

Today its resources have grown from \$800,000 to almost two billions; it has more than 1,000,000 customers, more than 85,000 stockholders. Every day at least 1,400 new people borrow money from National City's Personal Credit Department, (800) borrowing sums of less than \$300. National City is the bank of many of the country's largest businesses—but, equally important, it is the bank of hundreds of thousands of small businesses, families and individuals of modest means.



Member Federal Deposit Insurance Corporation

THE BRANCH AROUND THE CORNER CAN SERVE YOU AROUND THE WORLD

NOW TRY A

Soapless

TOOTH POWDER



The first real improvement in years . . . omitting soap, permits use of cleansers 100% costlier . . . more effective

• Tooth powders made with soap are good enough in their way . . .

But for cleansing such as you have never known . . . for luster and brilliance that dazzle . . . for mouth freshness that delights . . . try the new Listerine Tooth Powder. *It is made without soap—positively not a trace.*

Gone is that unpleasant after-taste of soap. Gone also the strong flavors used to cover up that taste. Yet the wonderful foaming effect remains.

Satin-Soft Polishers

Omitting soap from Listerine Tooth Powder enabled us to use, for the first time, gentle polishers and cleansers, 100% more costly . . . satin-soft in texture, swift in action. They were "chemical enemies" of soap . . . could not be used in its presence. Now they are yours.

Foamy Without Soap

In soap's place we introduce an amazing ingredient. It is "friendly" to these new polishing and cleansing agents. In its own right, it is the cleansing sensation in the scientific world. In one industry after another where 100% cleansing is required, this remarkable innovation has supplanted soap. We apply it now, for the first time in this better tooth powder. Note its foaming qualities, the fresh, youthful feeling it gives to your mouth.

*How's this
for economy?*



Lay aside old-fashioned, lazy tooth powders and try this new soapless one. Its utterly different action, its real economy will simply delight you. LAMBERT PHARMACAL CO., St. Louis, Mo.

BUY IT IN JUNE AND IT LASTS THRU AUGUST



LISTERINE TOOTH POWDER

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This special issue of LIFE, the first of its kind, is devoted entirely to U. S. colleges and universities, and to the Classes of 1937, 1938, 1939 and 1940.

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THE FRONT COVER IS A PHOTOGRAPH TAKEN FOR LIFE AT SARAH LAWRENCE COLLEGE IN BRONXVILLE, N. Y., BY ALFRED EISENSTAEDT

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Effective _____ Date _____ my mailing address for LIFE is—

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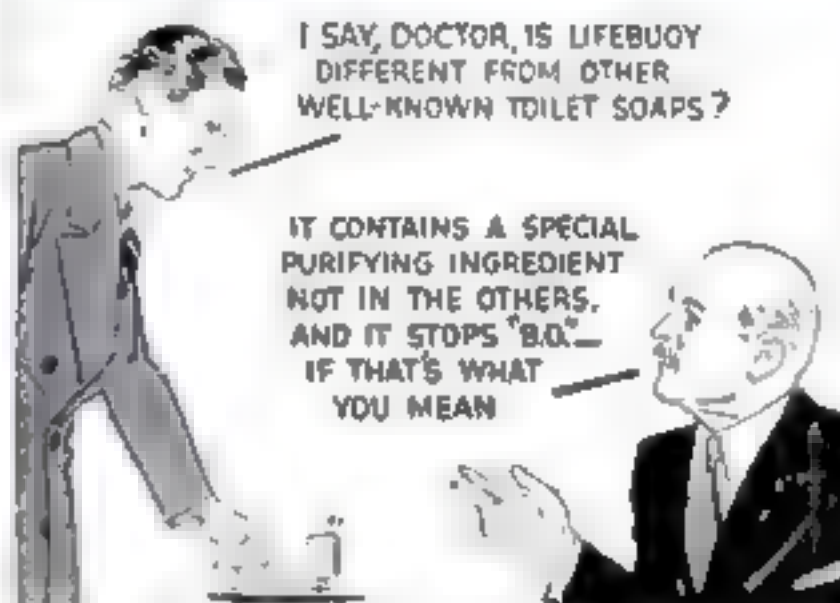
I GOT IN A LATHER ABOUT MY NEW JOB—BUT NOT THE RIGHT LATHER



THAT NEW MAN, BILL SMITH, CERTAINLY
S IN A LATHER ABOUT HIS JOB

THE BOSS WOULD LIKE IT
BETTER IF IT WAS A
LIFEBUOY LATHER

THAT NIGHT



I SAY, DOCTOR, IS LIFEBUOY
DIFFERENT FROM OTHER
WELL-KNOWN TOILET SOAPS?

IT CONTAINS A SPECIAL
PURIFYING INGREDIENT
NOT IN THE OTHERS.
AND IT STOPS "B.O."—
IF THAT'S WHAT
YOU MEAN



THOSE GABBY GIRLS
CERTAINLY DID ME A FAVOR!
THIS S ONE SWELL SOAP.
I FEEL CLEANER THAN I
EVER DID BEFORE

NO MORE "B.O."—Bill forges ahead



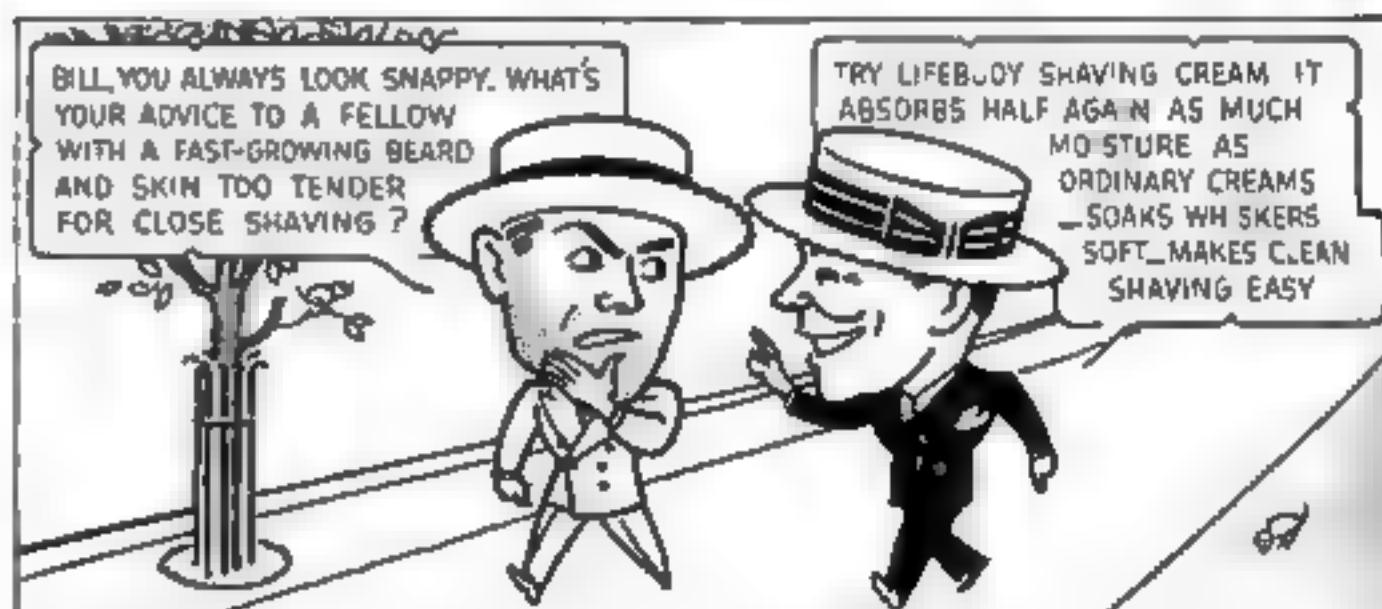
WHY DO WE GET CANDY
WHEN YOU GET
PROMOTED?

THIS IS JUST A
LITTLE THANK-YOU!
I OWE YOU GIRLS A LOT

MORE American women—
men and children, too—use
Lifebuoy for the bath than any
other soap. This fact was revealed
when 8 leading magazines ques-
tioned 120,000 women... Life-
buoy is the favorite complexion
soap of
millions,
too. Its
purifying
lather is
over 20%
milder!

Approved by
Good Housekeeping Bureau

MILDER THAN OTHER LEADING SHAVING SOAPS, BY FAR



BILL, YOU ALWAYS LOOK SNAPPY. WHAT'S
YOUR ADVICE TO A FELLOW
WITH A FAST-GROWING BEARD
AND SKIN TOO TENDER
FOR CLOSE SHAVING?

TRY LIFEBUOY SHAVING CREAM. IT
ABSORBS HALF AGAIN AS MUCH
MOISTURE AS
ORDINARY CREAMS
—SOAKS WHISKERS
SOFT—MAKES CLEAN
SHAVING EASY



THIS IS THE CLEANEST SHAVE I EVER
HAD. AND MY SKIN FEELS SWELL!
LIFEBUOY'S SO MILD!

THE BIG FULL-SIZED
TUBE HOLDS 120
TO 150 SHAVES

Send for a FREE Trial Tube

This extra-moist lather stays wet longer—
soaks beards softer. Mild and soothing, too.
Get Lifebuoy Shaving Cream at your drug-
gist's. Or write Lever Brothers Co., Dept. A-246,
Cambridge, Mass., for a Free 12-day tube.
(This offer good in U. S. and Canada only.)



THE
SPOON
IS THE
ENEMY
OF THE
HIGH-BALL

Mr. Kountz, Headmaster of The Billy Baxter School of Carbonated Drinks, originated the self-stirring theory

—he learned that a drink may be stirred without the aid of a spoon

—learned that to agitate with a spoon stirred out the bubbles and made flat the drink

—hence the phrase which heads this advertisement.

Billy Baxter Club Soda

Billy Baxter Ginger Ale

If once you use high-pressure, self-stirring Billy Baxter, you will never again be satisfied with low-pressure beverages. Send for booklet—it tells all.

THE RED RAVEN CORPORATION
CHESWICK, PA.



REFRESHING

as the Trade Winds

Meet the heat the way the planters in Jamaica do! Learn the knack of keeping cool with

MYERS'S ★ RUM ★

"Planters' Punch" BRAND

100% FINE OLD
JAMAICA

ALL OVER 8 YEARS
OLD... 97 PROOF

—the drink preferred in the tropics. For free booklet of tempting rum recipes address

R. U. DELAPENHA & CO., Inc.
Agents
Dept. LL 57 Lighthouse St., N. Y.



TOR ME'S A HOLLY
GOOD FELLOWS

Want a whis-key that's up to
vis-key and y

FOR NATURAL SMOOTHNESS

preferred

***PREFERRED**

* **MILSHIRE** . . . the finer-tasting gin that's used in Heublein's celebrated **CLUB COCKTAILS** . . . is preferred for its rare quality by thousands of home cocktail-mixers, too. Try it.

G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN'S MILSHIRE DRY GIN

BY THE MAKERS OF HEUBLEIN'S CLUB COCKTAILS

90 PROOF — DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS



Quality plays first fiddle in Old Quaker's theme song: "There's A Barrel Of Quality In Every Bottle, But It Doesn't Take A Barrel Of Dough-Remi To Buy It." If it's **OLD QUAKER**, it's OK!

Think STRAIGHT... buy STRAIGHT

OLD QUAKER BRAND

STRAIGHT WHISKEY—AS YOU PREFER
IN BOURBON OR RYE



COPY 1937, THE OLD QUAKER CO. LAWRENCEBURG, INDIANA

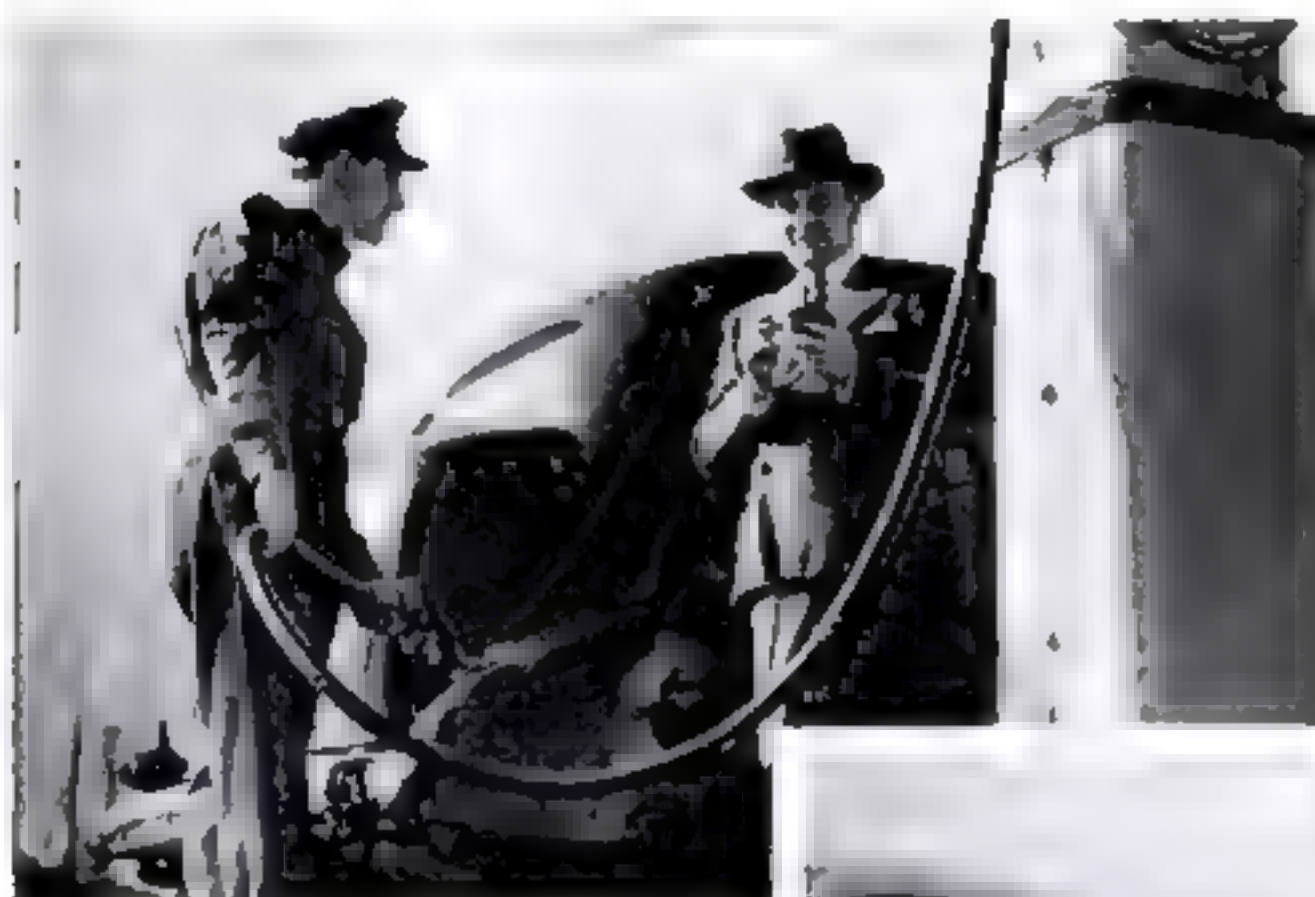
THE CHEAPEST THING ON YOUR CAR IS THE BEST TIRES YOU CAN BUY!

FIGURE IT OUT ON YOUR OWN CAR

Charted here are average maintenance costs obtained from fleet owners operating hundreds of cars on Goodyear Tires. Note that a full set of Goodyears costs only about one-fifth as much as gas from one-quarter to one half as much as other routine expenses. Ratios may vary somewhat in your case depending upon roads, climate and how fast you drive, but these nation wide records prove Goodyears cost least under any conditions.



WHO SAYS "THE BEST TIRE?" The public, who judges all makes by experience, says so. For 22 consecutive years more people have bought Goodyear Tires than any other kind — millions more. Just count the Goodyears as the cars go by.



A NICKEL FOR GAS, A PENNY FOR TIRES — a full set of Goodyears costs you only one-fifth as much per mile as gasoline, report fleet operators who keep accurate check of every penny's expense.

A REAL MARGIN OF SAFETY — 8,400 tests prove that the Goodyear All-Weather type center-traction tread stops a car quickest! All Goodyears give you this greater safety.



ANY man who can afford to drive a car can afford the greater safety and protection of Goodyear Tires—the world's first-choice. For the fact is that Goodyears cost you less than any other operating expense! . . . You can buy a Goodyear in several different price classes — all with road-holding, quick-stopping center traction, the Goodyear Margin of Safety and patented Supertwist Cord blowout protection in every ply . . . Remember, when you buy tires, get the best and you'll spend the least — get Goodyears.

THE GREATEST NAME IN RUBBER
GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND



COUNTRY GENTLEMEN—ALL



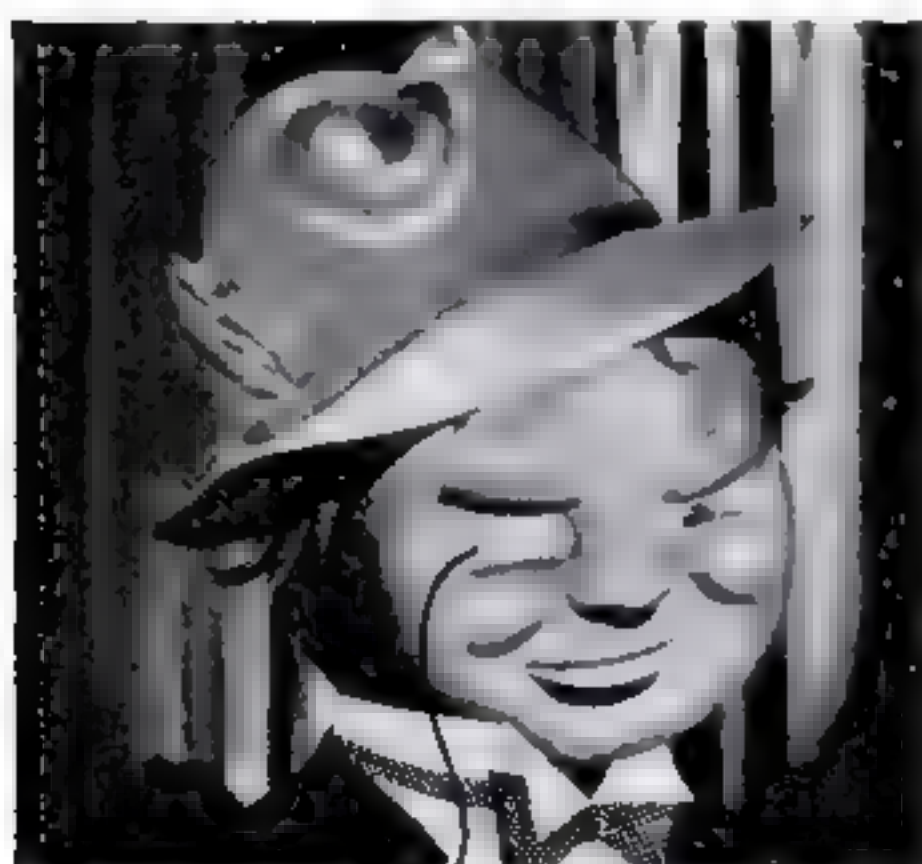
The Lord and Master, who has proudly nurtured many a seedling to full flower in his own garden plot, knows his tomatoes! So when he calls for refreshment, he calls for tomato juice, and he adds, "Make it Heinz!" Secretly he nurses ambitions to grow ruddy-red, vine-ripened tomatoes laden with such juice as Heinz purveys. But, being a seasoned summer farmer, he knows that day to be far distant. For it takes generations to produce such tomatoes as Heinz uses!



Tally Ho! A stirrup cup that pledges health is a brimming beaker of Heinz Tomato Juice! For it's rich in vitamins and minerals—just the thing for a juvenile master of the hunt, whose strenuous activities make the demand for energizing refreshment imperative!



Champion among Nature's flavors, Heinz Tomato Juice is America's favorite pick-me-up. And you'll agree that its thick, cling-to-the-glass richness scores on every occasion. Serve it on the lawn from a pitcher. Make a cocktail of it at dinner time. And let the zestful tang of Heinz Tomato Juice launch your every morning to brighter beginnings!



His Royal fineness, the famous Heinz aristocrat tomato, is the ranking prince of the Vegetable Kingdom! He springs from the most illustrious roots in the land—roots grown from pedigreed seeds, eugenically crossbred for generations to produce the world's No. 1 tomato crop!



To the manor born are these plump, vine-ripened beauties! They're picked at the moment of their flavor peak, then rushed to near-by Heinz kitchens while the dew still glistens on their sleek cheeks. Within hours of plucking, they're pressed, their rich juice sealed in stout tins.



On the best tables this summer, you'll find pitchers of icy-cold Heinz Tomato Juice—Nature's grandest, most exalating beverage. Keep a supply in your refrigerator at all times. Your grocer has this favorite among the 57 Varieties. For convenience order by the case.



THE TYPICAL COLLEGE OF 1937 IS COEDUCATIONAL. THESE TWO STUDENTS ARE SUNNING THEMSELVES IN FRONT OF THE LIBRARY AT STANFORD

THE COLLEGES TURN OUT THEIR 1937 MODELS: AMERICAN BOY AND GIRL

June is the month when a million students on a thousand college campuses take their examinations, put away their books and sprawl contentedly on the grass in front of expensive stone towers. The most astonishing thing about these collegians of 1937 is their number. They are 1% of the nation's population, 15% of the youth of college age. They represent the world's first great experiment in mass higher education, an experiment which could only happen in America and has only happened here in the 20th Century.

Within two decades the campus population has increased five-fold—from 250,000 in 1917 to 1,250,000 in 1937. This growth has moved the centre of educational gravity from the Atlantic seaboard to the Middle West. It has made 80% of higher education, coeducation. It has changed the campus from a scholarly

retreat to a new and fabulous design for four years' living. It has caused colleges to expand and multiply until their mere brick and stone is worth two billion dollars. Behind this vast investment is tremendous faith in the benefits of higher education. This faith is a cornerstone of any democratic philosophy, the pith and kernel of what writers since Jefferson have called the American Dream.

Presently the colleges will turn out their annual product—150,000 members of the Class of 1937. These boys and girls—and the others like them who will make up the Classes of 1938, 1939 and 1940—will, in 20 years, occupy the seats of authority. Only then will the historian be able to tell how far mass higher education has advanced the American Dream. But meanwhile the amateur historian may find on the following pages some clues to the 1937 collegian.

A NEW KIND OF COLLEGIAN WALKS THE CAMPUS

He (and She) have New Tastes in Dress, Play and Thoughts

The American undergraduate, 1937 style, is a full decade removed from the Jazz Age. Almost his entire lifetime has passed since F. Scott Fitzgerald introduced the post-War collegian in *This Side of Paradise* (1920). It is ten years since the coonskin coat died out on Eastern campuses, seven since the rolled stocking, four since the pocket flask. The successor to Joe College has yet to be glorified in fiction or made easily recognizable to the general public. He is not a comic character. But he has his distinguishing marks.

The college girl and college boy of 1937 both dress distinctively. Look especially at heads and feet. *She* will most often be wearing ankle socks and no hat. *He* will have dirty sport shoes and a battered hat or none at all. *He* has become a sportsman, not of the football-hero type but a player of tennis, golf, squash, soccer or polo, for fun. *She*, in fear of bulging muscles, sticks to swimming, tennis and riding. Both *he* and *she* love automobiles and, if the college allows, use them for weekends, golfing trips, dates, etc. (The picture on the opposite page was made at the University of Virginia.) *He* wants *her* to be bright and a good sport. *She* wants *him* to be some sort of a leader. Both *he* and *she* have trans-



ferred some of their admiration from the football captain to the campus orator, editor and politician. Both *he* and *she* have been aroused by Depression to an interest in outside affairs. They are probably not much more intellectual or studious than their predecessors. But they are far more civilized human beings.



The girl student dresses according to the number of boys around. At the Eastern women's colleges she wears low-heeled shoes, plain dresses and glasses. But in the coeducational West, she dresses smartly, keeps her hair curled and her lips red, tries to outdazzle her sisters. Everywhere the ankle socks, with or without silk stockings, are standard.



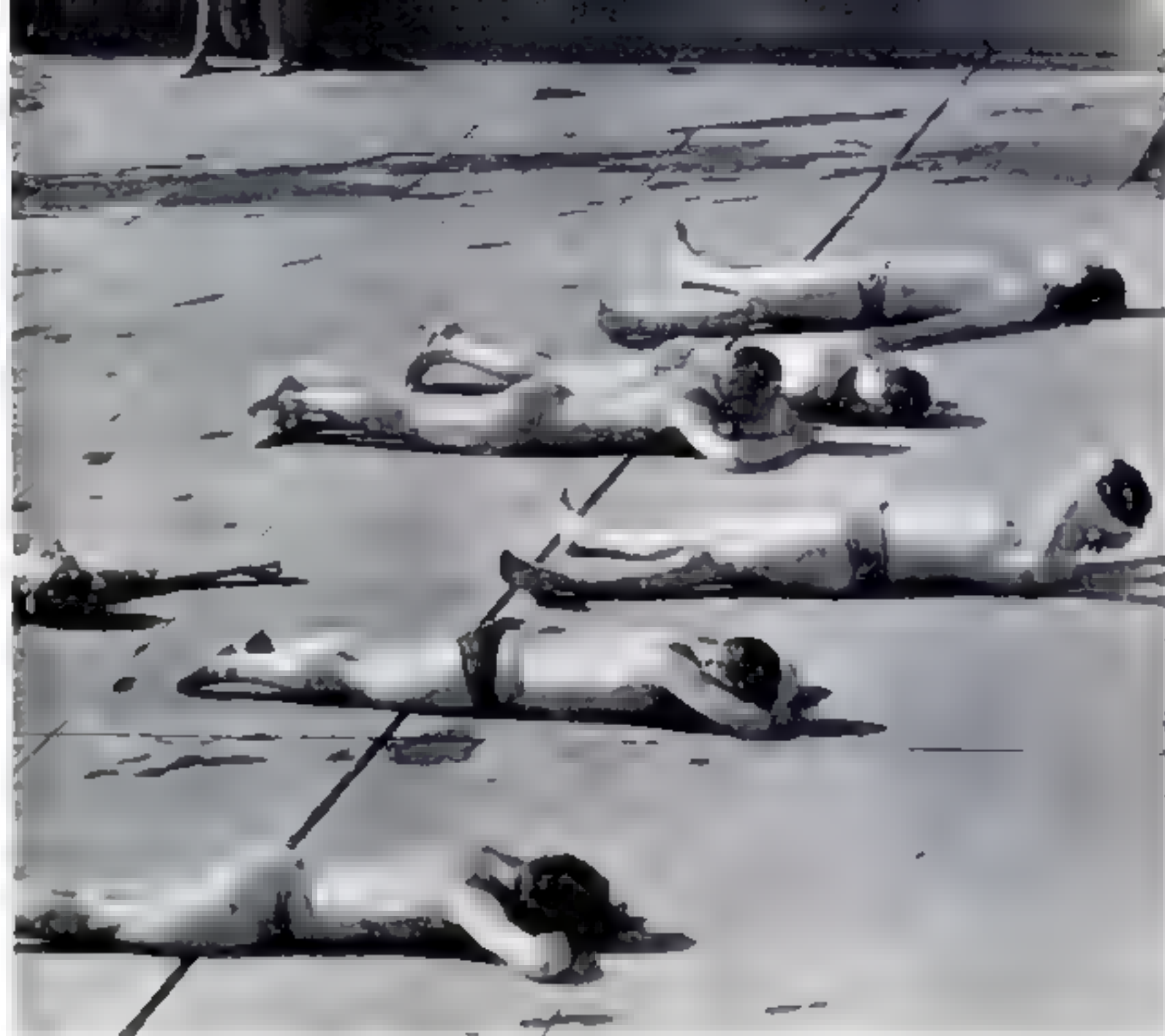
The boy student dresses with uniform sloppiness, regardless of girls. On Eastern campuses, gray slacks, unmatching coat and dirty sport shoes are almost a uniform. In the Middle West you find such creations as the fur-bearing sweater on the University of Missouri lad above. Hats and neckties disappear as you go West, becoming extinct in California.



Tennis, Golf and Automobiles Are Dear to the Undergraduate



She suns herself on a dormitory roof at William & Mary in Williamsburg, Va. Sunbathing is a popular spring rite, performed in just as few clothes as the college allows.



He suns himself in much more abbreviated trunks. These well-tanned students are absorbing the sunshine in a courtyard adjoining the men's swimming pool of the University of California at Berkeley.

THE CAMPUS HAS A DESIGN FOR LIVING

In Which the Collegian is Happy, Healthy, Maybe Studious

(continued)

The college campus, in the era of mass higher education, must seem to many tool grads a thoroughly fabulous place. Its dormitories are far more picturesque than its classrooms, its gymnasiums bigger than its libraries, its tennis courts a hundred times more extensive than its cloisters. College authorities face such problems as where to park 4,000 automobiles, how to help students get work as Linotype operators, where to provide facilities for sunbathing and what to do about soapbox orators.

All this is because the campus is not merely a place where 1,250,000 young people study. It is also a place where they live and play. The undergraduate, having a good deal of leisure, has devised a distinctive design for living. It is altogether pleasant and healthy. Whether or not it makes him into a scholar, it should at least develop a taste for certain aspects of the good life. And, while there seems no reason to believe that it has stimulated intellectual activity, it certainly has not hampered it.

They ride bicycles on a few campuses, notably at Oberlin (Ohio), where this picture was taken. Between classes the bicycles are parked by their owners on the grass.



He studies at least as much and probably more than he did ten years ago. But he does not ordinarily read so many books at one time as this student at the University of Virginia.

They drive automobiles much more. This is part of the parking field at the University of California at Los Angeles, where 7,846 students drive to college daily in 4,654 cars, causing traffic tie-ups.





He "bulls," as he always has, in the dormitory late at night. This session is at the University of Virginia. His favorite topics are personalities, sex, careers, politics, liquor, in about that order.



She also "bulls," in sessions like this one in the Kappa Alpha Theta house at the University of Wisconsin. Her favorite topics: personalities, sex, careers, religion.



She fences at Louisiana State, "Huey Long's school," and indulges in other sports which are approved by beauticians.



He harangues from a stepladder at College of the City of New York. Stepladder orators flourish on big-city campuses.



She wears shorts at Pomona (California) when she goes to play badminton. The shorts vogue is spreading this year.

She often works for part of her expenses. These coeds are frosting cakes in the kitchen of a cooperative dormitory at the University of Iowa, where board and lodging can be had for only \$24.50 a month.



He also works at Iowa, where more than 50% of the male students earn part of their way through college. This is Bob Schmidt, who runs the linotype for the *Daily Iowan*.



THEY DANCE DIFFERENTLY

But in 1937 Every College can afford Swing Orchestras

(continued)

Dancing was never so popular with students as in 1937. It is a poor college that cannot get hold of a swing orchestra once a week. On Eastern campuses dancing is conservative, but in parts of the Middle West anything still goes. Everywhere cheek-to-cheek (*just below*) or eye-to-jowl (*right*) or chin-to-forehead (*bottom left*) is now socially accepted.



Dancing is graceful at the University of Wisconsin, which tries to keep up with the East. Here the Tuxedo is standard.



Dancing is slow in Williamstown, Mass., so slow that this couple has practically reached a standstill. At the Williams

House Parties, full dress outnumbered Tuxedos two-to-one. The same is true of all the richer Eastern colleges.



Dancing is eccentric at Oberlin (Ohio), where an orchestra or radio plays in "Rec Hall" every evening from 7 to 8.



Dancing is antique upon occasion at Washington & Jefferson near Pittsburgh. Henry Ford put them up to this.



Dancing is strenuous at Ann Arbor. University of Michigan has informal dances every weekend, plus formal proms.

THEY NECK THE SAME WAY

Only they don't call it Necking and don't talk about it.

For thousands of students, college is a place to find a husband (or wife). Dates are more important than lectures, romance a vastly more serious subject than chemistry. Some of what you see on this page used to be known as "petting." That was in the post-War years, when collegians thought their own conduct deliciously scandalous. After "petting" came "necking." Now both these terms are obsolete. On isolated campuses romance is "smooching," "perching," "mugging," "loving up" or "flinging woo," but in most places it has no special name. This means that under graduate love is no longer a public issue. Colleges view it as a normal part of a student's life and a stiffer-lipped generation of undergraduates does not flaunt its private affairs.

The locale of student romance varies. In colleges which permit automobiles, it is usually the parked car. Where a body of water is available, it is bound to be the moonlit shore. At the prairie college campuses it is an open field with a blanket.



Vanderbilt

Fraternity picnics on the grassy fields of Tennessee encourage student romance at Vanderbilt. The girls in this picture are guests of Kappa Sigma men.



Northwestern



Grinnell

"Orange-peeling" is the curious name given to love-making at Harry Hopkins' Alma Mater in Iowa. Boy and girl simply spread a blanket in a hayfield.



Carleton

Blanket parties are also a spring fixture at Carleton College (Northfield, Minn.) On such moral strait-laced campuses as Carleton and Grinnell, these parties could not be other than innocent. At left is a beach party enjoyed by students of Northwestern (Chicago) on the shores of Lake Michigan.

MASS EDUCATION MEANS 845 WISCONSIN STUDENTS IN A LECTURE HALL *(continued)*



ECONOMICS 1A AT THE UNIVERSITY OF WISCONSIN IS ONE OF THE NATION'S BIGGEST COLLEGE COURSES. THESE ARE SOME OF ITS 845 STUDENTS.



IN THE BALCONY HATS ARE SAFELY WORN



THE LECTURER WILL NOT NOTICE A QUIET NOD



AND YOU CAN EVEN GO SOUND ASLEEP

Learning is still the reason why colleges exist. In the era of mass higher education learning still goes on but it has aspects which would frighten an oldtime pedagog. On the opposite page is part of the elementary economics course at the University of Wisconsin and below is its lecturer, Professor William Henry Kiekhofer. On Monday, Wednesday and Friday morning at 9 o'clock, 845 students

scuffle into Wisconsin's Music Hall, take out notebooks and listen for an hour to the witty but flowery words of Professor Kiekhofer. The lecturer does not know more than a handful of his students. He gives them no grades (that is done by section instructors), rarely sees their examination papers and does not trouble himself if those in the back row of the balcony wear their hats or fall asleep.

Economics 1A is Wisconsin's biggest course. Here, as on other campuses, the Depression sent students flocking to courses in economics, government and sociology at the expense of classics and literature. Wisconsin's economics department, long blessed by an atmosphere of political liberalism, is considered one of the best, if not the best, in the nation. Professor Kiekhofer is its most popular lecturer.



PROFESSOR WILLIAM H. KIEKHOFER OF WISCONSIN IS THE MOST POPULAR LECTURER IN ONE OF THE NATION'S LEADING ECONOMICS DEPARTMENTS

BIG MISSOURI

Agriculture Student Allan Sudholt earns 30¢ an hour on the University of Missouri's experimental farm. Here he drives green barley into the college barn for ensilage. He is one of a hundred Missouri students who get paid for 50 hours a month work.





UNIVERSITY OF MISSOURI TYPIFIES STATE EDUCATION

Like most land-grant schools it stresses such training as Agriculture and Military Science

Photographs for LIFE by Eisenstedt

Situated in the centre of Missouri and of the U. S. A. lies the University of Missouri with its 6,000 students. As State universities go, it is not so big as Ohio with 15,700 students, or California with 25,600. Nor does it have the progressive bent of Wisconsin or the liberal one of Minnesota. Its southern tradition makes it conservative.

Otherwise, Missouri is the typical State university. Since it is a land-grant school, under the controlling eye of politicians who demand practical results, its students learn by doing things. They learn journalism by running a small town newspaper. They learn agriculture by running the University's farm (*opposite*). They get "discipline" by compulsory military training. Those who make good soldiers, like the young man at ease (*right*), qualify for the honorary Pershing Rifles. Engineering students prefer the artillery corps (*left*). Every Wednesday all units parade on Francis Quadrangle (*above*) near columns left from an old college building.

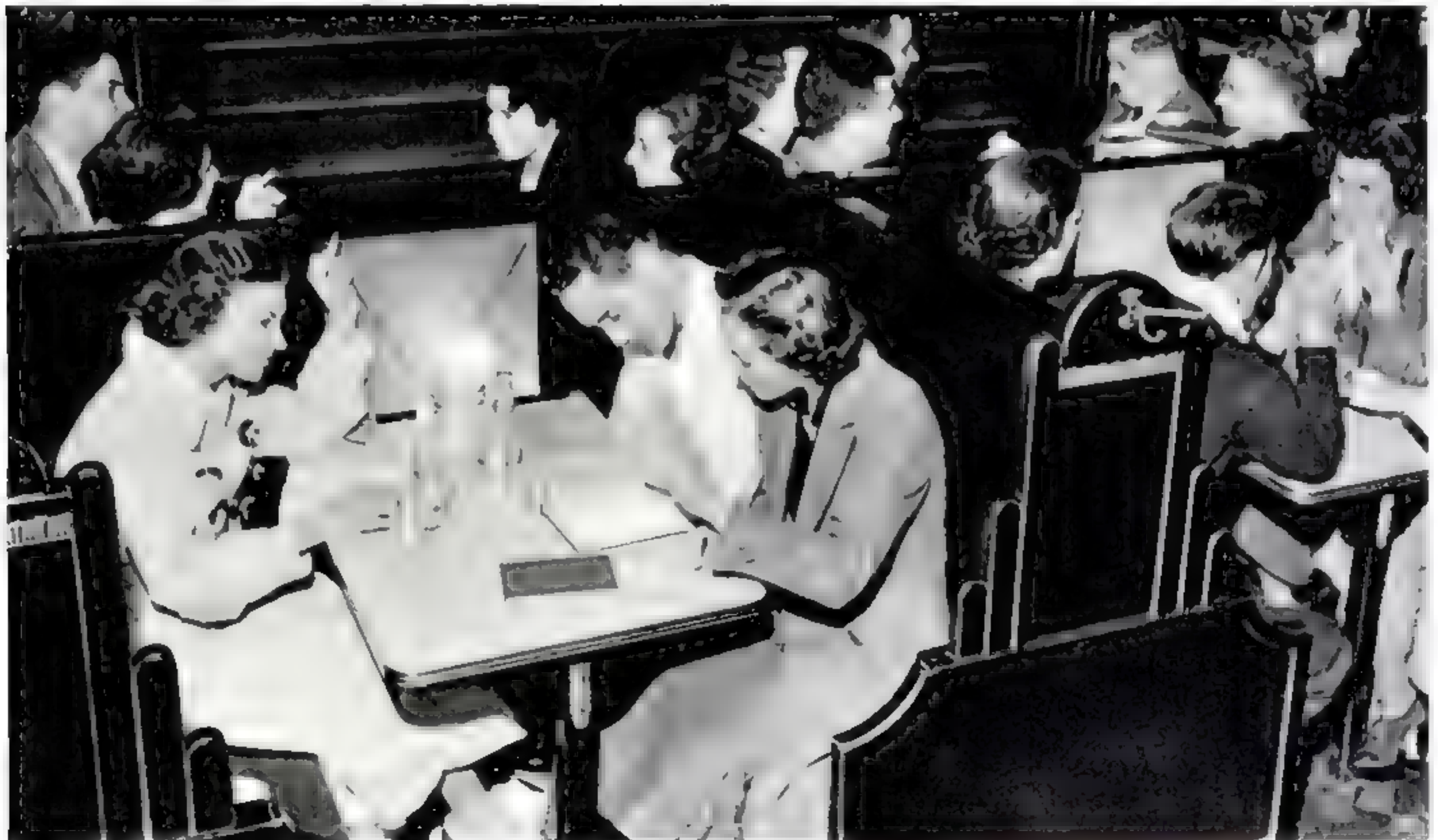


BIG MISSOURI (continued) "Jellying" at Gaebler's is a University Custom



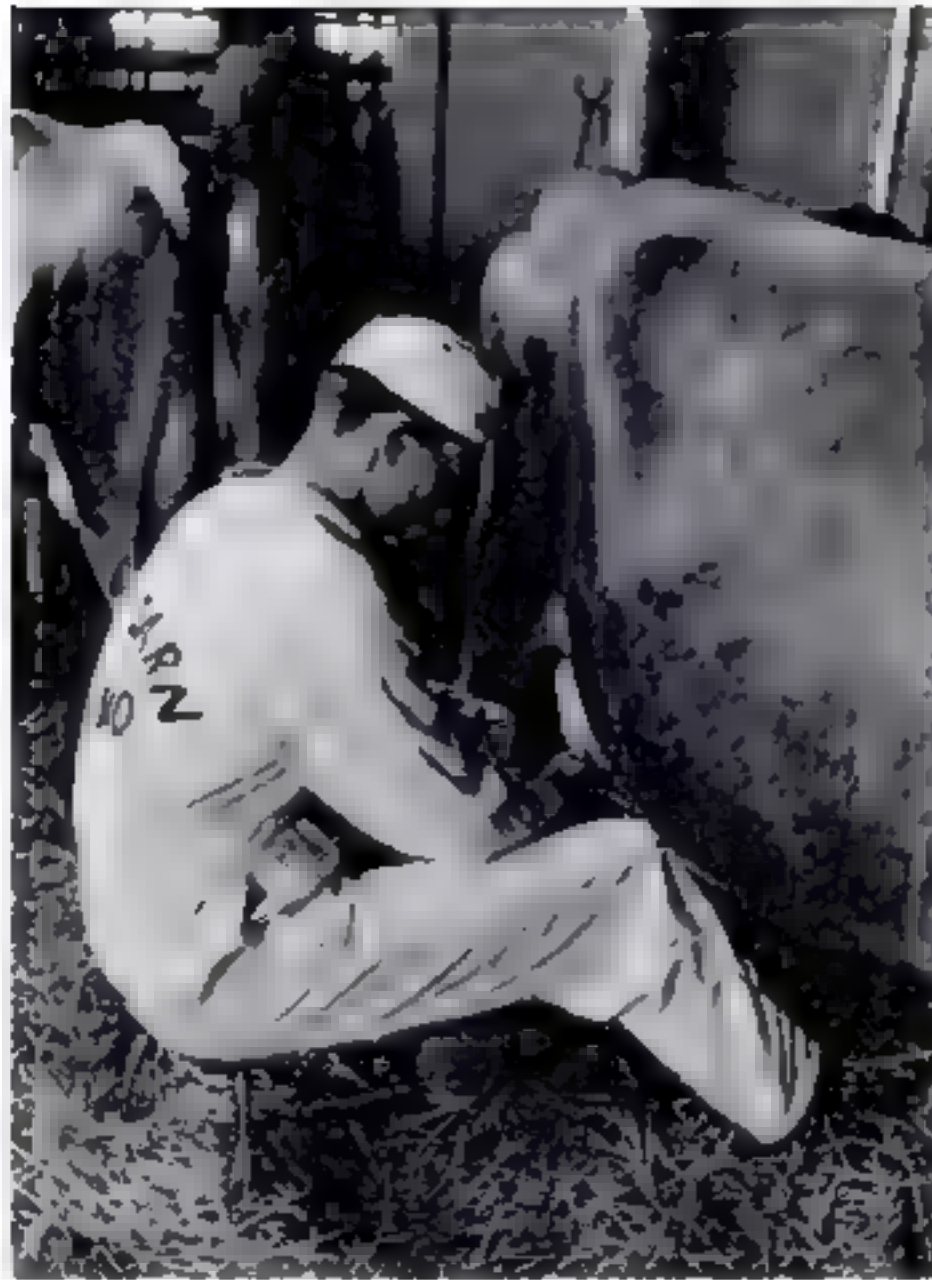
Each college has its favorite rendezvous, its special customs. Yale goes to Morey's to hear the Whiffenpoofs sing. Wisconsin goes to the Union to beer and bowl. Missouri goes "jellying" at Gaebler's. To "jelly" is to meet your pal by prearrangement in the Administration Hall between classes, go into a booth at Gaebler's (below), there sip 10¢ "cokes"

or sweet milks during an hour of talk. Between every class period business is heavy at Gaebler's and long rows of Coca-Colas and milk bottles are efficiently consumed. Afternoons and evenings there is a student orchestra, a student crooner and student dancing. At night the boys shift from sweaters and corduroys to white coats and slacks.





Hot days find Barbara Hawley of Alpha Chi Omega dressed like this, typing a letter that begins: "My darling."



Milking the purebred herd in the school's big barn is a duty for every agriculture student. This is Joe Campbell's turn.



At the experimental school run by Missouri U., an education teacher teaches a student teacher to teach a young pupil.

Missouri Undergraduates use their Hands as well as their Heads

Missouri's journalism school is the oldest, biggest and best in the world. Its 333 students learn every phase of journalism by writing, editing and publishing *The Columbia Mis-*

sourian, which has 4,500 daily readers among Columbia's 17,000 inhabitants. Its sole professional journalist is City Editor Eugene Sharp (right), here giving out assignments.





Its Sororities set the Social Tone for the Campus



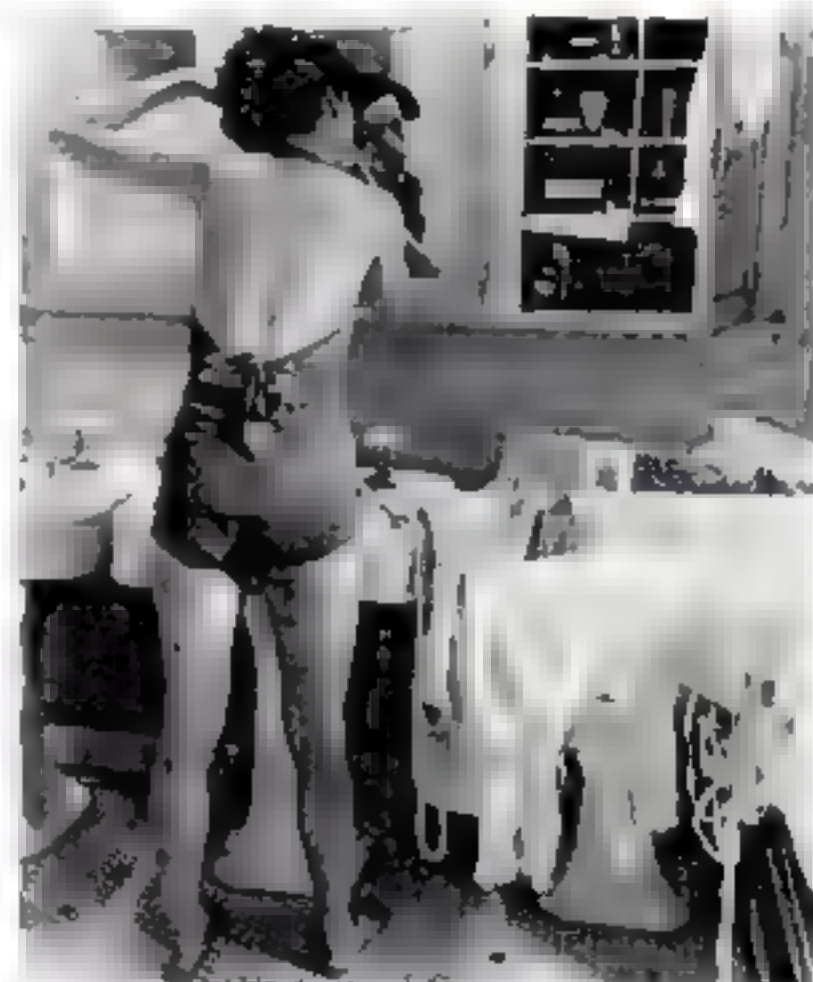
Between classes Missouri sorority girls return to their elegant houses, cool off in shorts or bathing

suits, and take a midday nap. These two are Mary K. Lichty and Louise Holman of Alpha Chi Omega.

Money is not as evident on the campus of Missouri as in Eastern universities. Students dress more simply, have fewer and cheaper cars. Unlike Wisconsin, Missouri has no famed "fraternity row" with mansion on imposing mansion behind a double row of smart new cars. But like all State universities it does have its scattered Greek-letter houses which, for young people, set the social high-water mark of the State. For a girl to achieve one of the top-rank sororities, such as the two shown on this page, is to have attained definitive social prestige. Delta Gamma (above and below) was built last year for \$50,000 and houses 36 of Big Missouri's best and prettiest girls. Alpha Chi Omega (right) is older, but ranks as high. Aid in building and maintaining these elegant clubhouses comes from alumni who, for big games, reunions and commencement, all go back to the "University" to recapture the flavor of college days. To keep a boy or girl in adequate style in one of Missouri's best fraternity or sorority houses costs \$50 to \$100 a month.



Alpha Chi Omega Coed Barbara Hawley smokes in her room. When Alfred Eisenstaedt went upstairs



to take this picture of her curling her hair in the bathroom, the house was warned: "Man on second!"





Her name is Barbara Porter and she's from Missouri

A FRESH-WATER COLLEGE

At Crete, Nebraska, Doane, once a prairie oasis of the Liberal Arts, is now on defensive

Nothing on the U. S. educational landscape is more thoroughly native than the small American college. Out of 650 U. S. institutions of higher learning, some 177 (27%) with less than 1,000 students each come under this heading. Doane College at Crete, Neb., though smaller than many (258 students), is typical of all "fresh-water" colleges. Like most, it was founded in an attempt to create one more Midwest oasis of the Liberal Arts in the hope that it would develop into a prairie Williams or Amherst. Thomas Doane, the founder, was assistant chief engineer on the C. B. & Q. R. R.

To Doane, back in the 1880s and 1890s, came students from a radius of 50 to 100 miles. From it went eastern Nebraska's teachers, preachers and missionaries. Today it still draws its students from the smaller towns nearby, still sends out teachers, but practically no preachers or missionaries. Like most small colleges Doane is now on the defensive. Its role of educational leader has been taken over by the State university which is richer, more modern, more capable to offer the highly-specialized and technical education the U. S. now demands.



Bicycles are rarer on Doane's rolling Nebraska campus than at Vassar (see LIFE, Feb. 1). This is because most

Doane students have less pin money. But the girls wear the same socks and shoes U. S. college coeds everywhere wear.



The Doane observatory, oldtime scientific landmark, was built in 1883, still houses Nebraska's largest telescope.



Just off the campus is Tiger Inn, favorite "sip and bite" spot for students who get up too late for breakfast in the commons or get too hungry to wait for dinner. Men's dormitory is in back.



"We build on Christ" is Doane's motto and every student must report three times a week to chapel (above). Built like an Indian tepee, it also serves Doane as a music conservatory.



Fresh-water faces are revealed in this Doane classroom shot. Students are listening in the chapel auditorium to

a talk on the need for marriage-instruction courses. Here is the identical U. S. college type you will find on every

campus from Maine to California; the same haircut, the same curls, the same lean, intelligent, extroverted look.



The girls' drum corps is part of every campus occasion, chief pep and noise maker at college games. When Robert Taylor,

who went to Doane in 1929, visited his nearby home town recently, the drum corps was there to receive him. Lead-

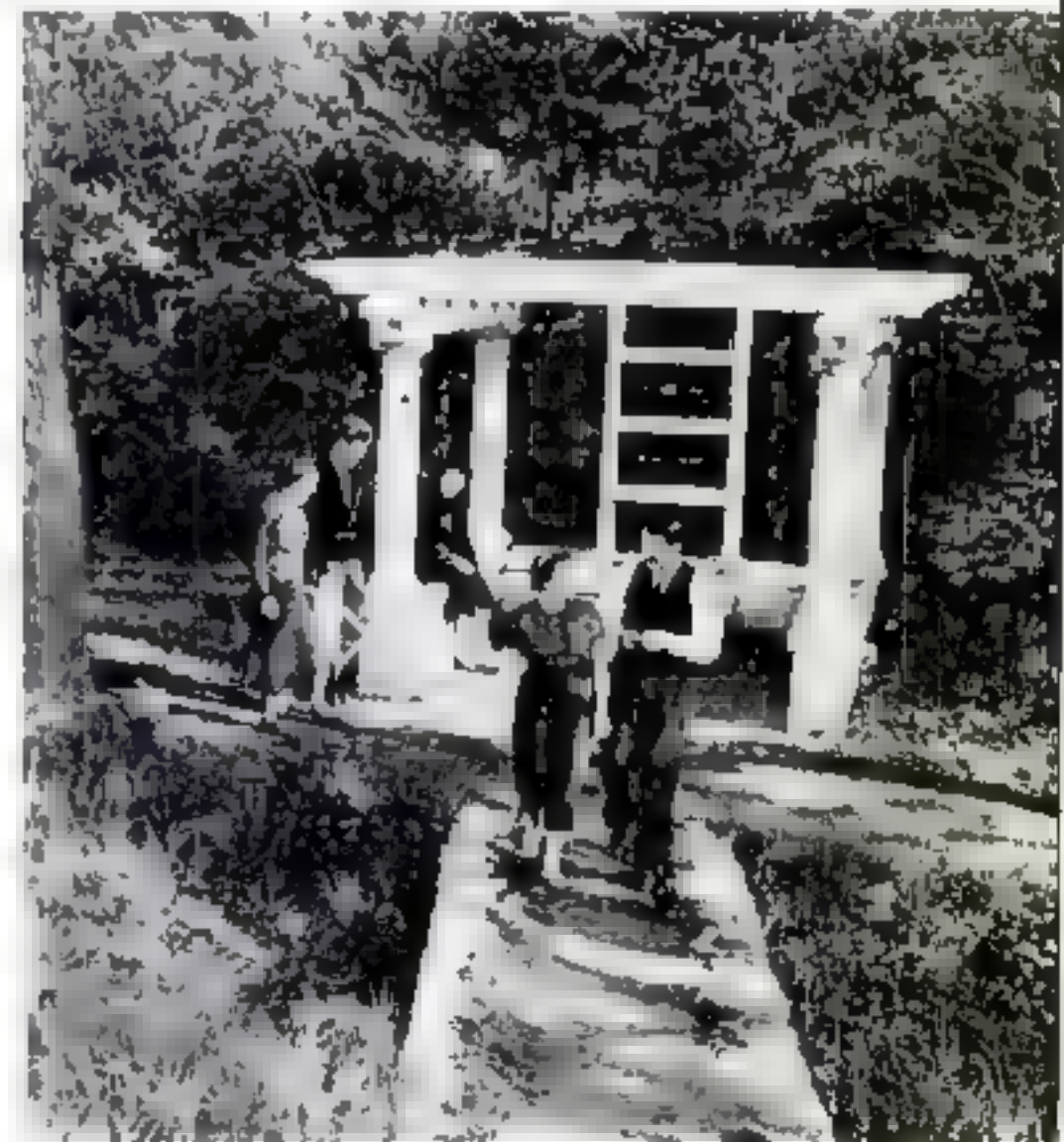
ing it is Drum Major Jane Adams, chosen by the Doane football "Tigers" this year as the team's "Tiger Lily Maid."



Track champ at Doane is George Clark, of Falls City, Neb. At last year's State track meet he won the 100-yd. dash.



On Tuxedo Lake, Doane girls go canoeing. The college lists golfing in Tuxedo Lake Park, at \$2.50 a semester, as part of its sports curriculum.



"The spring" is Doane's meeting place for campus couples. On either side of it are dormitories.



Doane girls (left) wear sweaters (but not from Brooks) like Vassar girls. Nebraska's oldest college bell (above) is kept locked up in Doane's science building basement because frisky students of a rival college stole it one night.

LITTLE DOANE IS ANY COLLEGE IN MINIATURE

(continued)

On a small scale, Doane duplicates the features that make the U. S. college as typical and unique as the U. S. flapjack. It has the invariable observatory. Its dormitories are built in the invariable Tudor style. Its coeds wear the invariable sweaters, low-heeled shoes and socks; its men, the invariable leather jackets and slacks. There is the invariable girl drum major or cheerleader, and its sports range from the invariable basket ball and tennis to football and track. Courses run from the invariable Freshman English (English 101 at Doane) to the equally invariable Educational Psychology for the large number of Doane graduates who hope to be teachers. (A newer note is a course in Abnormal Psychology.) What Doane offers that the big schools don't is its intimate personal touch (one instructor to every 10 students), its "Christian idealism," its low cost. Though tuition is \$80 a semester, rent in the new dormitories and board in the Frees commons comes so cheap that you can get a Doane diploma after four years for less than \$2,000.



Against the rules is this barbershop chord sounded off at midnight. The piano player sports, in lieu of pajamas, the novel slumber suit introduced by New York shops last summer.



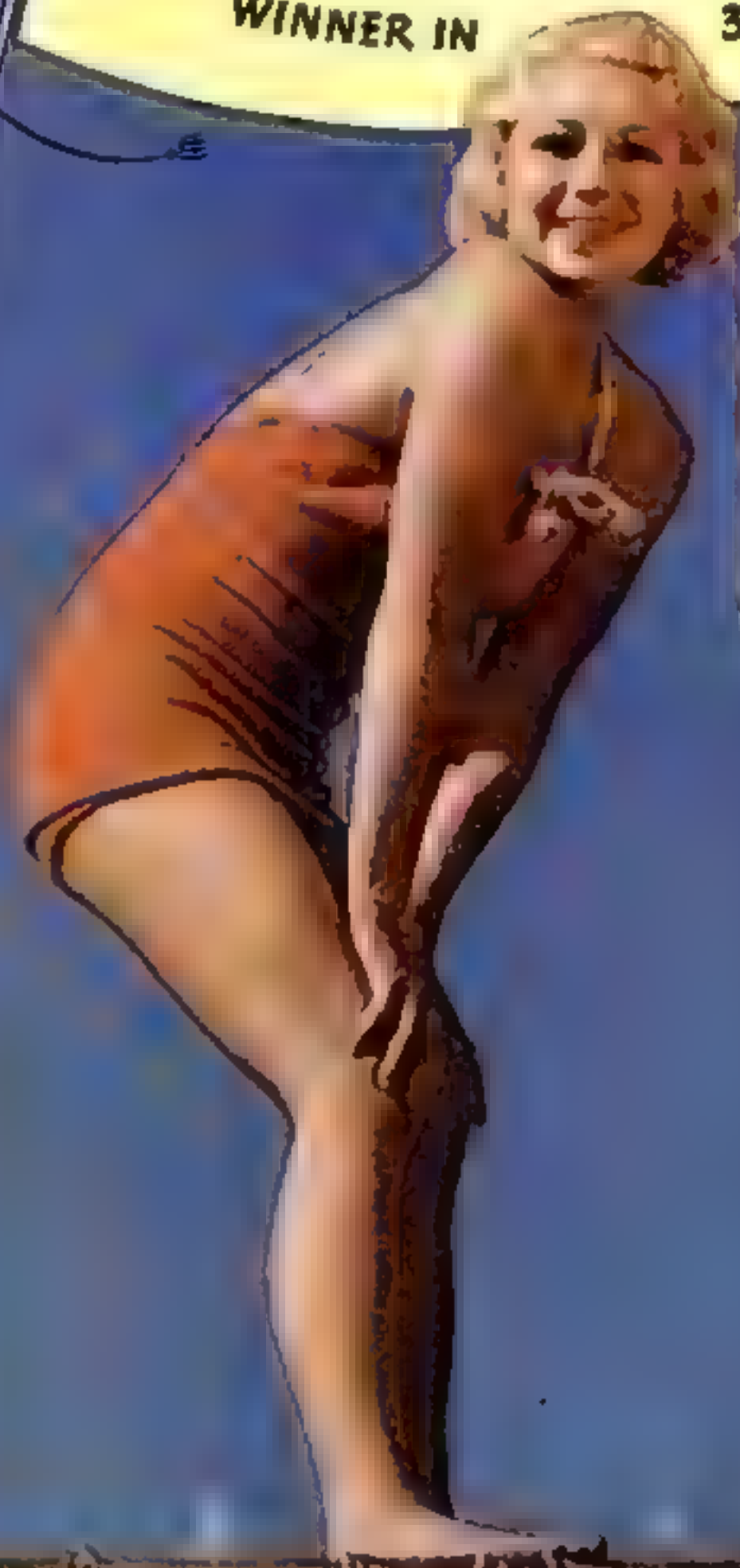
This Doane dresser is typical of a million elsewhere. The row of photos above is as universal as the row of talks and tonics below. Dark shirts and white ties are now the mode.



This dormitory room at Doane with its cloth dog might be any coed's room in any U. S. college. Sole difference is perhaps rent, cheaper at Doane (\$75 a semester) than customary.

WORLD'S CHAMPION HIGH-DIVER...

SOME OF HER TITLES: NATIONAL HIGH-DIVING CHAMPION (33 FT. TOWER)
FOR 4 YEARS... U.S. NATIONAL SPRINGBOARD CHAMPION
WINNER IN 3 OLYMPICS



★ ★ ★ "I put great emphasis on good digestion," says Dorothy Poynton Hill, Camel Smoker

"IT'S a long way down when I dive from the high board," Dorothy continues, and if you add all the spins and twists I do—you can see why I enjoy Camels 'for digestion's sake.'" Mealtimes (*right*), and between meals, too, Dorothy prefers Camel's mildness. "I'm always in training," she says, "and I smoke whenever I want to. I've found that Camels never jangle my nerves, irritate my throat, or upset my physical condition." By speeding up the flow of digestive fluids and increasing alkalinity, Camels give digestion a helping hand. Take your cue from the steady smokers. Make it Camels! They set you right!

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"JACK OAKIE'S COLLEGE"—A gala show with Jack Oakie in person! Benny Goodman's "Swing" Band! Hollywood comedians and singing stars! Tuesdays—8:30 pm E.S.T. (9:30 pm E.D.S.T.) 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30 pm P.S.T., WABC-CBS

INFORMATION WANTED QUICK! Ray Jones puts in long hours answering questions in Grand Central Terminal, New York City. "A nerve-racking job," he says. "I'm a pretty good hand with the knife and fork. Smoking Camels with meals and afterwards keeps my digestion on the right track."

LIKES TASTY MEAL and Camels. Cow-puncher Hardy Murphy hails from Oklahoma. "Camels are aces-up with me," Hardy says. "I smoke 'em from sun-up to way past sun-down. As a cowhand, I take what chuck I get and count on Camels to ease my digestion and make a meal tasty."



Camels are made from **SEEN MORE EXPENSIVE TOBACCOES**—Turkish and Domestic—than any other popular brand.

COSTLIER TOBACCOES

FOR DIGESTION'S SAKE—SMOKE CAMELS

Here's a pipeful of common sense about whiskey



"SOUNDS funny, maybe—but it was my pipe tobacco that brought Four Roses into my life.

"You see, I've always known that this grand tobacco I smoke was not just *one* straight tobacco but a *blend* of choice tobaccos—with each separate tobacco contributing something special in the way of fragrance or mildness or flavor.

"One day I thought to myself: if combining several straight tobaccos gives you a still finer tobacco, then maybe there's something to Four Roses' claim that combining the virtues of several straight whiskeys gives you an even finer whiskey.

"So the next day I bought myself a bottle of Four Roses—and am I glad I did! Say—it's the smoothest, mellowest whiskey you ever tasted!"

Four Roses is *all* whiskey, but it is not just *one* straight whiskey. It is a glorious combination of several fine whiskeys, each of which is outstanding for some special quality: *aroma* or *body* or *smoothness* or *flavor*. By skilfully blending these fine whiskeys together, we combine *all* their noble virtues in *one* magnificent whiskey—and that's Four Roses!

Every drop is whiskey—and we believe the first sip will tell you that it's the finest whiskey in America, regardless of age or price.

Three other fine whiskeys by Frankfort Distilleries, Incorporated, Louisville and Baltimore: Paul Jones (92 proof), Old Oscar Pepper brand, and Mattingly & Moore (both 90 proof)—all blends of straight whiskeys. Also Paul Jones Four Star Gin (90 proof), distilled from 100% grain neutral spirits.

FOUR ROSES

A blend of straight whiskeys—90 proof

WE BELIEVE FOUR ROSES IS AMERICA'S FINEST WHISKEY... REGARDLESS OF AGE OR PRICE

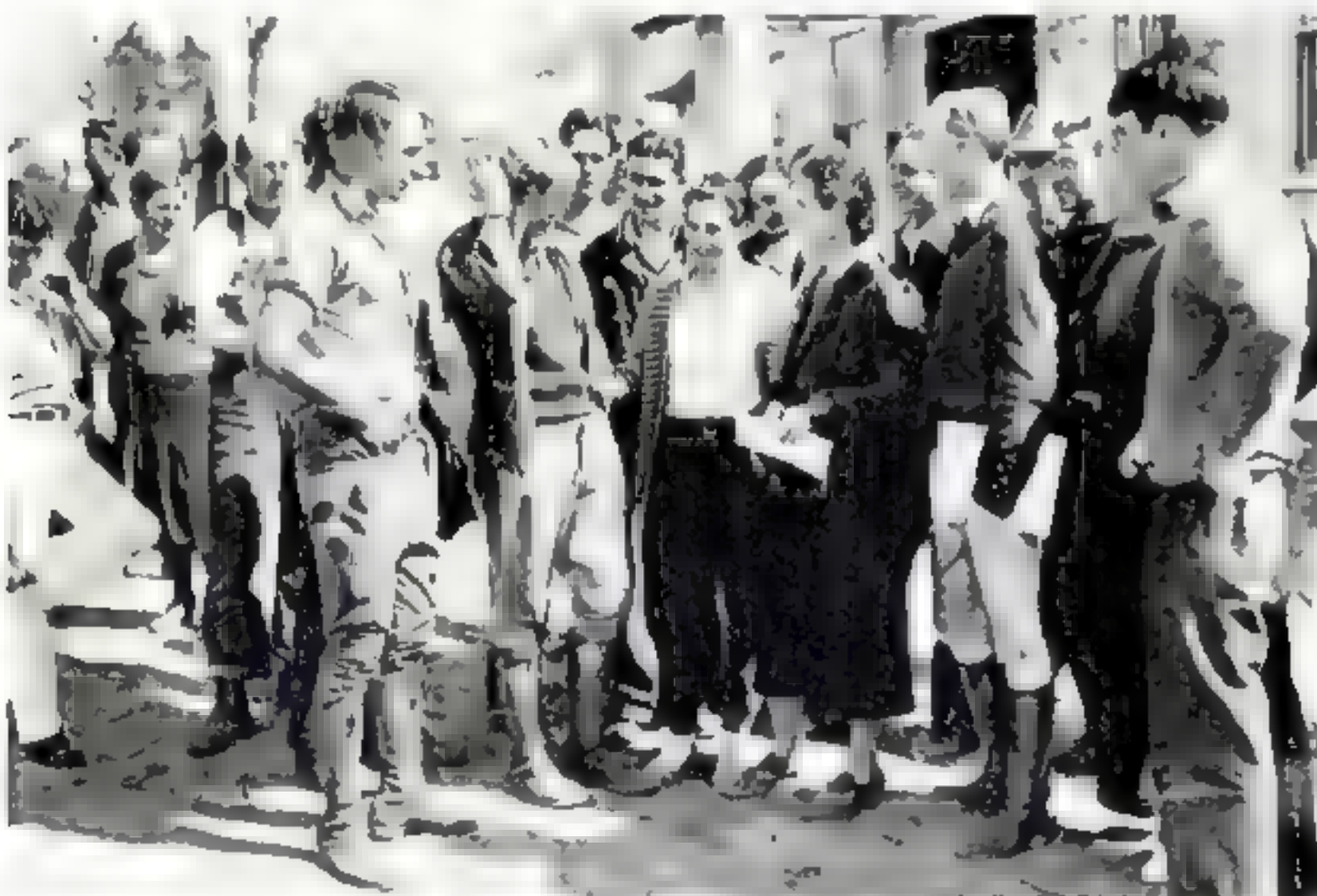




Commonwealth's campus on a hilltop in the Ozarks, boasts 11 buildings, built of pine by students and faculty. At left is the Administration Building, in the center, across the campus, a men's dormitory which makes its bow to college tradition by having four columns, in foreground the college woodpile.



In the library "Commoners" study history, economics, labor problems. The young man in the rocking chair has no socks. But look carefully at the ankles of the girl. Even here, where collegians hoe potatoes and read Karl Marx, the girls wear ankle socks.



Students stand and chatter on the Commonwealth campus as on every other, but their chatter is of sit-down strikes and the unhappy sharecropper. In the centre of this group, scratching his head, is L. Allen Koch, who used to be head of the college, now is an organizer for a seamen's union in the East.

COMMONWEALTH IS A LABOR COLLEGE

From Missouri to Doane is no jump at all compared to that from Doane to Commonwealth College. This little institution amid the sandy soil and scrub pine of the Ozarks in western Arkansas, is a labor college, proudly proletarian. Founded in 1923 by a band of educational rebels, it has no endowment, no dues, no paid faculty, not even an observatory. Economically and socially, it occupies the bottom rung in the scale of U. S. colleges.

Commonwealth students do not look like other college students. The men are serious, with tousled hair or none, and they dress in work clothes. The women are plain and wear no make-up. Students do all the college work, grow their own vegetables, kill their own meat, pay tuition of only \$200 a year.

Commonwealth is forever squabbling with near-by townspeople. It has been accused of communism, atheism, nudism and free love. "Commoners" call the charges largely untrue and wholly irrelevant, consider the squabbling good practice because most of them plan to be labor organizers.



In its Museum of Social Change, Commonwealth has a skeleton, like other colleges, and a number of things that other colleges lack. Curator Rose Brown holds a rope used in a lynching. Other exhibits include a primitive wooden plow of a type still used in the South, a makeshift oil lamp and other evidences of economic and social backwardness. At right, Professor Arthur Skreberg lectures on public speaking in a classroom adorned with a flag of the U. S. A., a map of the U. S. S. R.



THE AVERAGE COLLEGE PRESIDENT IS WISE, INDUSTRIOUS AND 59

President Thomas Sovereign Gates of the University of Pennsylvania is a former Morgan partner and President James Bryant Conant of Harvard is a top-notch chemist and President Nicholas Murray Butler of Columbia is president of the Beach Club of Southampton. Yet the typical U. S. college president is primarily neither a financier nor a scholar nor a socialite but a man combining the qualities of all three. He can wangle appropriations from State legislatures or gifts from the rich. He can surround himself with a reasonably cultivated faculty. He enjoys a profitable acquaintance with influential alumni. Synthesize into one blanket personality the 500 college presidents under whose collective aegis some 1,250,000 undergraduates work and you get an executive with many of the traits and accomplishments of the seven shown herewith.

From Princeton's Harold Willis Dodds to Nebraska's Edgar Albert Burnett, all attained their presidencies after years of teaching. Five of them belong to Phi Beta Kappa. (The two exceptions attended colleges where no Phi Beta Kappa chapters existed.) Affable, industrious and wise, if not always profound, they combine a flair for turning out books and monographs with a talent for friendliness with all comers. With equal zeal they address learned societies on scholarly subjects and alumni groups on the necessity for funds. Three of them are ministers' sons. Their average age is 59.



Ernest Hatch Wilkins came to the presidency of Ohio's Oberlin in 1937 from the deanship of the Colleges of Arts, Literature and Science of the University of Chicago. An Amherst graduate and a Harvard Ph.D., he is an authority on Italian classics, exponent of courses in "social living" calculated to adapt the individual to society. The college which he heads was the first coed institution in the land by virtue of four 1837 female entries (see p. 94), the first U. S. college to admit Negroes. Most of its 1,700 students are self-supporting.



James Hampton Kirkland, 77, retires this month after 44 years as chancellor of Tennessee's Vanderbilt. Founded with a grant from the late Commodore, Vanderbilt is the South's leading nonsectarian, non-State university. Its remarkable growth in buildings, equipment and endowment (currently \$20,000,000) during the past four decades is largely due to Chancellor Kirkland. To this able and cultivated gentleman the late President Hadley of Yale attributed "the temperament of a scholar and the ability of an administrator."



Harold Willis Dodds succeeded the late John Grier Hibben as president of Princeton in 1933 at the age of 43, after a career of writing, editing and teaching which had established him as one of the country's leading authorities on municipal government. As a Princeton professor from 1927 to 1933, Dr. Dodds helped achieve a co-ordination of courses in history, politics, economics and modern languages. The photograph above shows him before the Senate Judiciary Committee to testify against President Roosevelt's Court plan.

CARLETON



Donald John Cowling, English-born Yale graduate, has for the last 28 years been president of Minnesota's Carleton College which, founded in 1866, boasts such famed graduates as Economist Thorstein Veblen ('80) and Supreme Court Justice Pierce Butler ('87). Carleton's progressive record and its energetic president's success in raising a \$1,000,000 building fund prompted the General Education Board last year to contribute another \$500,000. Known for its high salaries, Carleton has six former college presidents on its faculty.

SOUTHERN CALIFORNIA



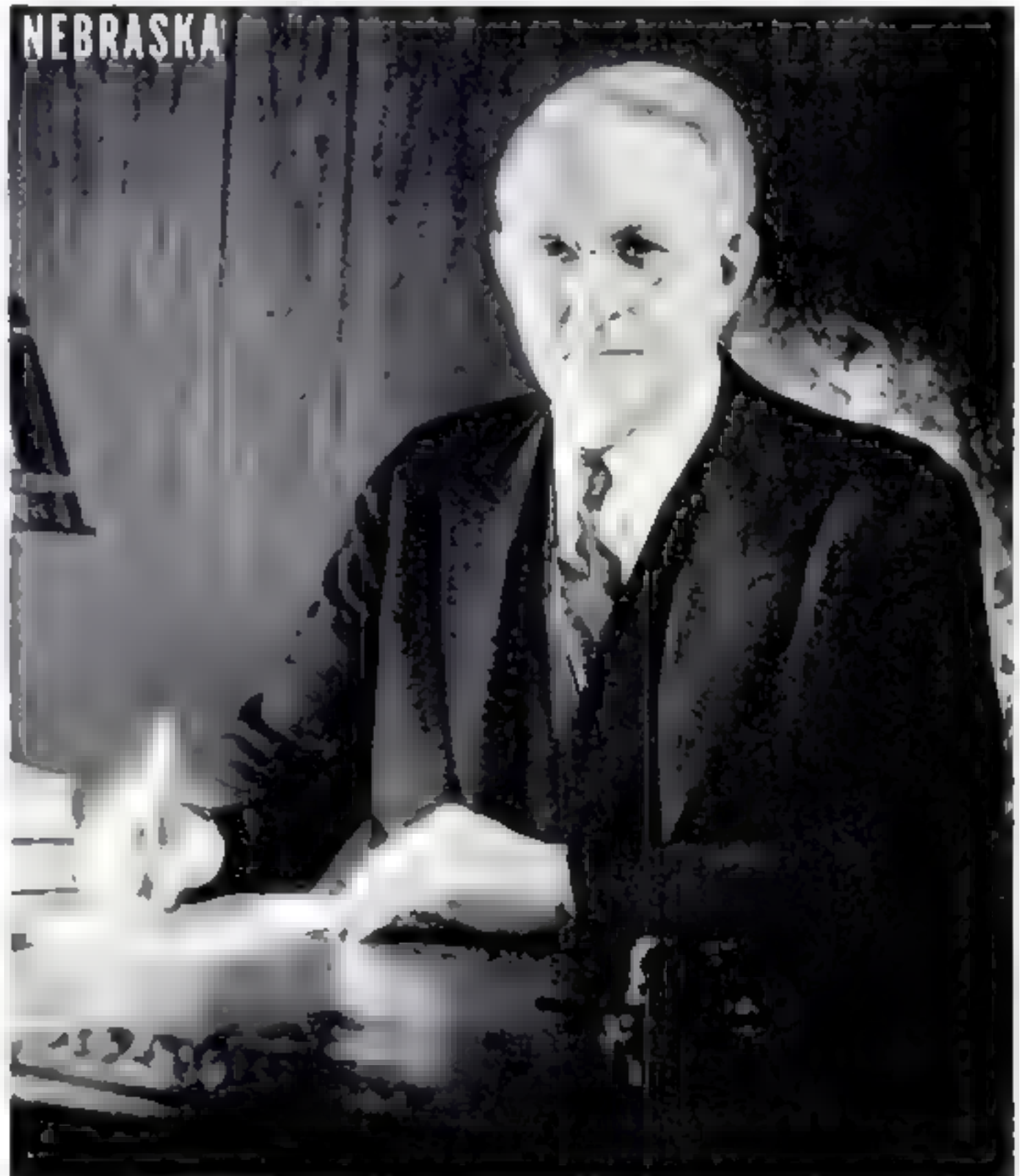
Rufus Bernhard von Kleinsmid, president of the University of Southern California since 1921, was born in Illinois 61 years ago and belongs to nine Greek letter societies. At his sports-minded institution 10,000 males and 5,000 females living in adjacent fraternity and sorority houses, get their higher education. Because their university is in Los Angeles, most Southern California students dress well. But even sartorially they may well look up to President von Kleinsmid, a dapper and friendly man with a genius for raising money.

FORDHAM



The Rev. Robert Ignatius Gannon J. S. is rounding out his first year as president of New York City's Fordham which with 7,300 students is the country's largest Jesuit university. A native New Yorker, Father Gannon was ordained to the priesthood in 1926. For the remainder of the six-year term of office to which all heads of Jesuit schools are limited, he proposes to continue to encourage extracurricular activities, bring students and faculty closer together, add to the Italian courses, keep registration from getting bigger.

NEBRASKA



Edgar Albert Burnett, a former professor of animal husbandry, heads one of the great State universities of the Midwest. Nebraska's chief endowment has been an 1880 land grant from the Federal Government. Built co-operatively by the people of Nebraska, it boasts a first-class agricultural college, excellent colleges of medicine and dentistry, a great football arena, a total enrollment of more than 6,500 and a physical plant including farms and agricultural substations which is currently valued at some \$8,350,000.

SEYMOUR OF YALE IS A HISTORIAN



Portrait by Edward Steichen

Yale next fall will restore its presidency to a Yale man. In 1921, breaking all tradition, Yale chose as president a collegiate outlander, James Rowland Angell, graduate of the University of Michigan. Angell retires this month. His successor is Yale's handsome, diplomatic Provost,

Charles Seymour, age 52, Class of '03, whose great-great-grandfather and great-uncle were also Yale presidents. A distinguished historian, Professor Seymour was Peace Conference advisor to President Wilson, editor of Col. House's papers. He comes into office after a period of great

Yale expansion. Under Angell, Yale's endowment shot up from \$25,000,000 to \$85,000,000; the campus was covered with new buildings, a college house plan was adopted. Seymour was the first important Yale sponsor of the College plan, had much to do with its acceptance and formulation.

CONANT OF HARVARD IS A CHEMIST



Harvard is the oldest, richest and probably the greatest university in the U. S. Harvard's position, therefore, makes its president the No. 1 university head in the country. President today is a brilliant chemist named James Bryant Conant (*above*), who was only 39 in 1933 when

the presidency passed to his slight shoulders from the aging shoulders of Abbott Lawrence Lowell. Conant was famed in the chemical laboratories of the world and nowhere else when he became president. His principal task has been to replenish the diminishing group of great

scholars who brought Harvard its eminence. To this end, Conant has refused to let teaching interfere too much with research, has refused to hamper scholarship in order to pamper students. "A zest for intellectual adventure," he has said, "should be the characteristic of every university."



THIS CLASSIC LIBRARY AT THE TOP OF VIRGINIA'S GROUNDS IS A RESTORATION OF THE ORIGINAL DESIGNED BY JEFFERSON AND DESTROYED BY FIRE

VIRGINIA HAS THE MOST BEAUTIFUL CAMPUS IN THE COUNTRY

On these pages are color photographs of the most beautiful college campus in the country. It is the campus of the University of Virginia at Charlottesville. Its students, however, never refer to it as a campus. They call it the Grounds, just as rigidly as Harvard calls its campus the Yard. Aside from a common eccentricity in not calling a campus a campus, Virginia and Harvard are not at all alike. Thomas Jefferson, who founded the University in 1819, wrote that while "nearly every college and academy in the United States" was copying Harvard in prescribing rigid courses, he wanted the Virginia student to "come and listen to whatever he thinks may improve the condition of his mind." Virginia still sticks to this broad gentlemanly attitude which does not breed or encourage scholars. Harvard's attitude is just the reverse (*see previous page*).

Virginia is Jefferson's creation. He fought for its founding, designed its architecture as well as its curriculum. He planned a classic campus, with pillared buildings marching down either side of the long Grounds. Jefferson used to sit at Monticello and watch the workmen through his spyglass. On his tombstone he ordered only three of his many achievements carved: writing the Declaration of Independence; sponsoring the Virginia Statute for Religious Freedom; found-

ing the University. He neglected to mention his two terms as President of the U.S.

The spirit of Mr. Jefferson still hangs over the University. Professors democratically prefix every student's name with "Mr." With deference to Jeffersonian individualism, students are never prodded into going out for teams or practicing organized cheering. As a result, only Virginia's boxing team ever achieves high rank and Virginia's cheering is deplorably but proudly bad. Its honor system, however, is probably the best in the country.

The University has 2,500 students. Some 1,400 of them are in the college. The University is partially State-supported, partly endowed. There is very little of the "collegiate" about Virginia. Its students try to be cosmopolite gentlemen and they are indisputably among the ablest college drinkers in the country. Except for its Law School, Virginia does not enjoy top rank as an educational institute. Good Virginians and F. F. V.'s invariably attend the University unless they have serious educational aims. Then they go north. At Virginia, in the lovely town of Charlottesville, the student can spend a few surpassingly pleasant years among gentlemen, getting what has been called the "finest training for convivial and mannerly social intercourse to be found anywhere in the world."



JEFFERSON BUILT DORMITORIES IN LONG ROWS DOWN EITHER SIDE OF AN INNER CAMPUS CALLED THE LAWN. THE ROW ABOVE IS EAST LAWN



SERPENTINE WALL: BRICKS WERE EXPENSIVE SO THE WALL WAS BUILT ONE BRICK THICK. IT WOULD STAND UP ONLY IF BUILT THIS WAY

For a perfect Old Fashioned

FOLLOW THE NATIONAL DISTILLERS EMBLEM



Use an old-fashioned aristocrat for your perfect Old Fashioned cocktail. Mellow Mount Vernon straight rye whiskey—*bottled in bond*—the patron of American ryes. Whatever you favor in the broad range of whiskies, wines, brandies and liqueurs, you are sure to find National Distillers brands precisely suited to your taste — and to the occasion.

Each time you see that familiar emblem, remember that it is a valid certificate of quality. National Distillers Products Corporation, Executive Offices, 120 Broadway, New York, N. Y.

YOUR GUIDE TO GOOD LIQUORS



SOCIAL SCIENCES



COLUMNS OF UNIVERSITY OF NEBRASKA'S SOCIAL SCIENCE HALL: SOCIAL SCIENCES ARE BECOMING THE MOST POPULAR U. S. COLLEGE COURSES

INTO COLLEGE PLANTS HAS POURED \$2,250,000,000

There is scarcely an institution of higher learning in the U. S. which does not subscribe to the belief that it is not complete until it has a row of columns somewhere on its campus. On this page are three Ionic proofs that the belief is countrywide. What these columns signify is not a love for classic architecture but an overwhelming respect for the

physical entity of a university, commonly called its plant. More than \$2,250,000,000 is invested in U. S. university plants. It is the plant that the philanthropist thinks of first when giving money to a college. He vastly prefers to construct a building than endow a professor's chair. For a great example of college philanthropy, turn the page.



In Cambridge, Mass., these impressive columns stand in front of the main building of nationally-famed Massachusetts Institute of Technology whose big plant is worth \$15,000,000.



In College Station, Tex., these equally impressive columns are on main building of nationally-known Texas Agricultural and Mechanical College whose plant is worth \$10,000,000.





ROCKEFELLER MONEY BUILT UNIVERSITY OF CHICAGO

John D. Sr. gave it \$34,000,000

In 1888, the late John D. Rockefeller radically reversed his financial way of life. Having spent most of his 49 years amassing millions of dollars, he was now ready to give millions away. At that time, rival Baptist groups, one in New York and the other in Chicago, were eager to build a great Baptist seat of learning. Both made for the Rockefeller purse but the Chicago group, headed by Frederick Taylor Gates, got to Baptist Rockefeller first. To Chicago, Mr. Rockefeller gave \$600,000 to found the University of Chicago. This was the first small part of the \$200,000,000 total that the late Mr. Rockefeller gave to higher U. S. education. The University of Chicago always remained his greatest personal educational interest. To it, he gave \$34,000,000. His endowment organizations gave Chicago an equal sum. When he visited the University once, grateful students serenaded Mr. Rockefeller to the tune of *Daisy Bell*, with: *John D. Rockefeller, Wonderful man is he, Gives all his spare change to the U. of C.* Mr. Rockefeller expressed it more piously. "The Good Lord," he said, "gave me my money and how could I withhold it?"

In the photograph at left is the University of Chicago plant that Mr. Rockefeller's "spare change" made possible. The \$41,000,000 investment stands out in black against the city that surrounds it. The long strip of campus that runs across the picture is the Midway, once the Midway of the 1893 World's Fair. The first two blocks of buildings facing the Midway at lower left are the University's medical school. Farther along to the right, the Chapel can be identified by its tall square tower. Just in back and to the left of the Chapel is the Oriental Institute, famed centre of archeological research. The building at the farthest right on the Midway is International House. At extreme left, is Stagg Field, the football stadium. In the background of the photograph is Lake Michigan.

Today, the University of Chicago has an endowment of \$65,400,000 and an enrollment of 12,800 students, which makes it fourth richest and ninth largest university in the country. Many critics rank Chicago as No. 2 American university. (No. 1 is Harvard.) Its president is one of the youngest and most important college heads in the country: Robert Maynard Hutchins who was made president in 1929 when he was only 30. At Chicago, "Bob" Hutchins has cut sharply across conventional educational lines. He has changed requirements to permit students to advance as quickly as they can without being impeded by class attendance requirements or slower classmates.



A PRINCETON DINING HALL

The rich Gothic interior above is not a chapel. It is Procter Memorial Dining Hall at Princeton University, in which Princeton's graduate students eat. A good part of the \$200,000 spent on this building went to make the interior as impressive a dining

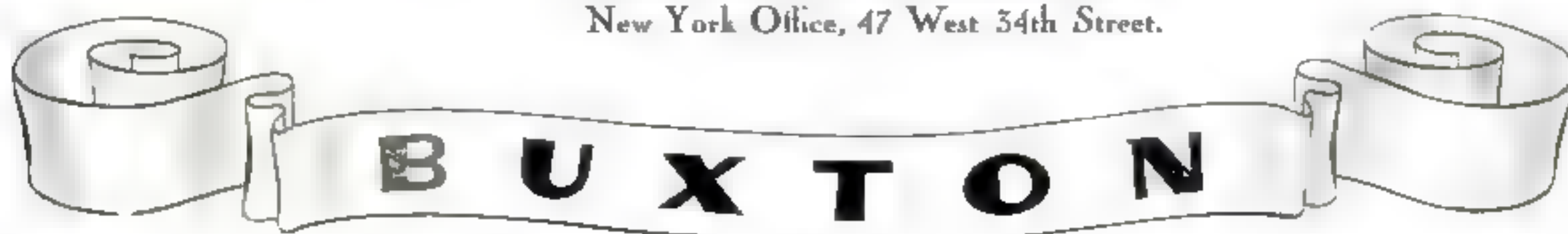
room as can be found in any U. S. university plant. At dinner, students all don scholastic gowns. Seated thus at heavy oak tables, under a stained-glass window that symbolizes the seven liberal arts of learning, they make a magnificent medieval sight.



● **FOR GRADUATION and Father's Day gifts...** gifts for June-wedding grooms and ushers, there's plenty to choose from in this Buxton group. "STITCHLESS" BILLFOLDS in a wide variety of good-looking leathers, priced from \$2.00 to \$15. (All billfolds 50¢ extra with slide fastener.)

KEY-TAINERS from 50¢ with 2, 4, 6 and 8 patented loops that lock keys in. There are Buxton **COMBINATION GIFT SETS**, too—Billfolds, Key-Tainers, Pocket Cases of matching leather. In duos and trios, priced to \$50.

HERE'S a perfectly grand selection of leatherware... practical as it is handsome... and with all these features exclusively Buxton. "Stitchless" Billfolds made from just one piece of leather, self-interlocked... guaranteed to last until the long-wearing leather actually wears out. For there are no stitches to rip—no seams to fray. Key-Tainers, too, that really lock your keys in patented loops... yet just press the automatic latch, and both loop and key are detached instantly. And for its Zip-Tainer models, Buxton has introduced the patented Golden Guard—a narrow strip of leather ingeniously placed so that no contents can touch the popular slide fastener. Buxton, Inc., Springfield, Mass.
New York Office, 47 West 34th Street.



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An interesting new booklet "Give A Thought to Keyboards" is yours for the asking.

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EVERY COLLEGE HAS AN OBSERVATORY

And as a rule it was one of the First Buildings on the Campus



The observatory dome remains on many a college campus as the landmark of 19th-Century scholarship. To the founders of U. S. education, astronomy was as vital as necromancy to medieval scholars. This one is at Vanderbilt U., Nashville, Tenn.



Astronomy still flourishes at Carleton College, Northfield, Minn., where three professors teach it in old Goodsell Observatory with 12 portable telescopes, 8,000 bound volumes, and a complete file of the world's astronomical periodicals.



Indiana's observatory, built in 1900, was named after Daniel Kirkwood, who made important meteor studies during his 30 years on the faculty. During that time U. S. colleges vied for astronomical honors as they now vie for football scores.

Shaves like a BARBER'S "straight-edge"—yet guarded for SAFETY



*"Barber-type" SAFETY Razor
lies flat—never cuts into your
face—gives closer shaves . . .*

HAVE you ever wondered why you can't shave yourself as smoothly and cleanly as your barber shaves you? It's because your barber uses a "straight-edge" razor. Now you can get a perfect barber's shave with a Durham Duplex Safety Razor.

Shaped and balanced like a "straight-edge"—the Durham Duplex Razor penetrates to the very base of each whisker.

Its wide, heavy blade of finest Swedish steel cuts up and down—never *into* your face. Shaves swiftly and cleanly through the toughest beards without scraping—yet is protected against nicking by a thin SAFETY guard.

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The Lion has a massive head,
And jaws through which he roars.
His teeth are sharp, his muscles Tough,
And sissies he abhors!

The Kangaroo's a high-strung chap,
With steel springs in his haunches.
He's Fast to get where he is going,
And pass the lads with paunches!



Now mix them both up,
And mix them up well,
And there is the secret
Of New Golden Shell.

Like two oils in one,
It's Tough and it's Fast.
It Cuts Starting Wear
And how it does last!

LION-AROO



Starting causes More Engine Wear than all the
running... New Golden Shell Motor Oil is Fast-
Flowing to reduce this wear... Tough so it
stands the heat of steady driving.

Golden Shell

The New Motor Oil



THE TUTORING SCHOOL HELPS RICH, LAZY STUDENTS PASS EXAMINATIONS

Most college students do their own studying, either because they want an education or because they know no other way to avoid flunking out. But for those who can afford it, there exists another way in the form of tutoring schools. These parasitic institutions flourish chiefly at Harvard, Yale and Princeton. Staffed by brilliant college graduates, they hold cramming sessions before course examinations, often show uncanny skill in "spotting" questions. At Harvard, the biggest tutoring school is run by an aggressive young man named Harold Wolff, who has a Harvard A.B. (1929), *magna cum laude*. Tutor Wolff's sign



(right) hangs directly across from the Freshman dormitories. He hires 21 assistants at examination time, numbers among his clients Franklin D. Roosevelt Jr. and his brother John. Tutoring at Wolff's costs \$4 an hour individually, \$2.50 in groups like the one at bottom of the page.



Tutor Harold Wolff, who crams 500 Harvard students a year, can reputedly get a passing grade in any subject for any student with the brains of his pet chimpanzee.



Wolff at work is a two-hour torrent of words covering the high spots of a whole college course. Tutees take hasty notes, try to remember what he says overnight.



INSPIRED by the thrilling story of a Southern belle in war-torn Dixie . . . and the story of a King who was never crowned . . . Pepperell weaves drama and romance into two of the most interesting and unusual drapery fabrics of the year.

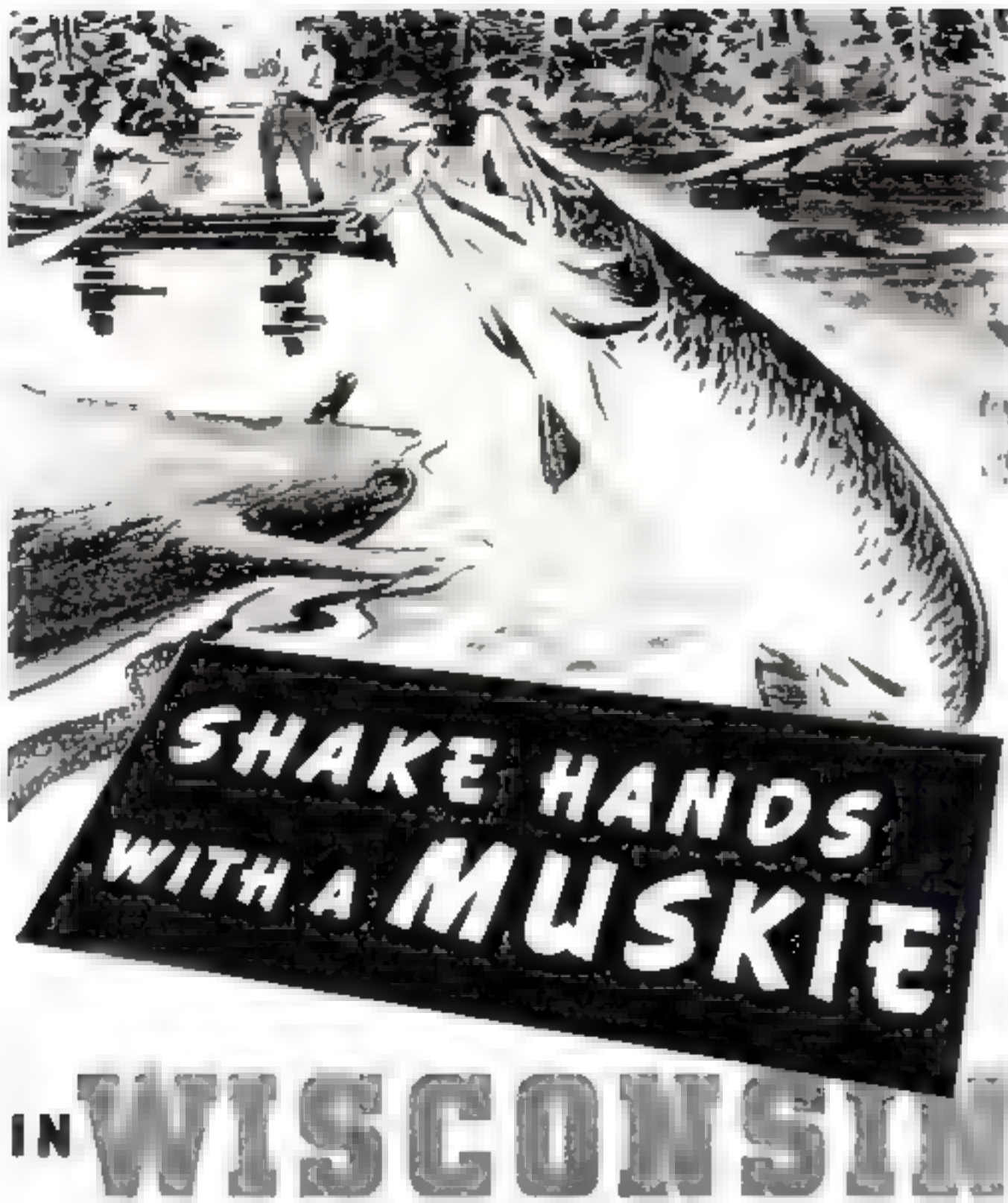
These two unique designs are typical of the originality and individuality of the many new drapery fabrics created by Pepperell . . . fabrics that are colorful, fresh and decorative . . . that

wear beautifully and clean well. The wide variety of designs and colors are adaptable to any room and any period.

Drapery Fabrics that bear the Pepperell label reflect the quality, value and economy of all Pepperell Fabrics . . . ask to see them at your favorite decorator's, upholsterer's or department store. Pepperell Manufacturing Company, 160 State Street, Boston, Massachusetts.

LOOK FOR PEPPERELL LABEL on Prints, Wash Dresses, Sheets, Pillow Cases, Wash Fabrics, Blankets, Men's and Boys' Shirts, Shorts and Pajamas, Children's Night Wear, Raincoats, Rayons, Women's Slips, Aprons and many other garments and articles made by skilled manufacturers from Pepperell Fabrics





You're casting—along the bar—back into the coves—alongside that old log. All of a sudden there's an explosion out there where your plug was. You sock it to him and it feels like your hook is snagged on a locomotive going the other way. Your line is so tight it sings. Your rod is vibrating and so are you... You're shaking hands with a muskie!

It's a moment you'll never forget, a thrill every fisherman should experience. If you'd like to tangle with the country's biggest fresh water game fish, come to Wisconsin for muskellunge.

There's real fishing country up here in Wisconsin, with 7,000 lakes, hundreds of miles of man-sized rivers and 10,000 miles of trout streams—and the waters are kept well stocked. Each year for the past 30 years, the Wisconsin Conservation Department has planted more than 100,000,000 fish. In the last five years alone, more than two billion were planted—muskies, trout, black bass, wall-eye and northern pike and all varieties of pan fish.

Come up and see for yourself. Bring the family. All of you will love Wisconsin. In the meantime, let us send you a packet of literature that tells, in words and pictures, something of what you will find in this summer wonderland.

RELAX IN WISCONSIN

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May we send you a packet of vacation literature FREE?

WHERE FRIENDS AND NATURE MEET

GIRLS' CREW IN THE DRY MIDDLE WEST

Rockford has Four Shells but No One to Race

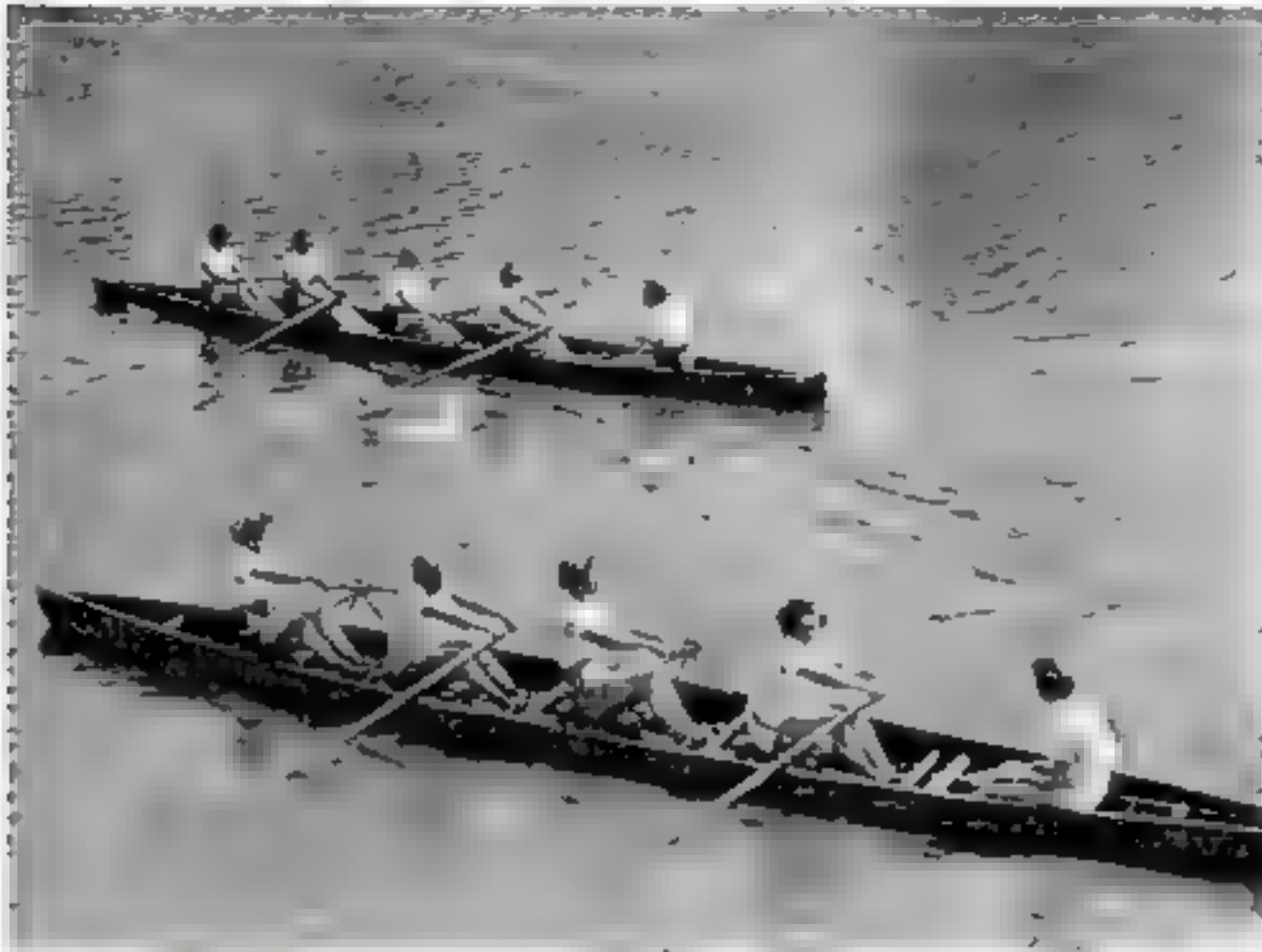


Here comes the crew, or rather two crews carrying one four-oared shell. The shell is a cross between the frail craft used by men's colleges and a long rowboat.



No. 3 laces her foot into the stretcher and incidentally provides the camera with a refutation of the male students' complaint that no girl athlete is attractive.

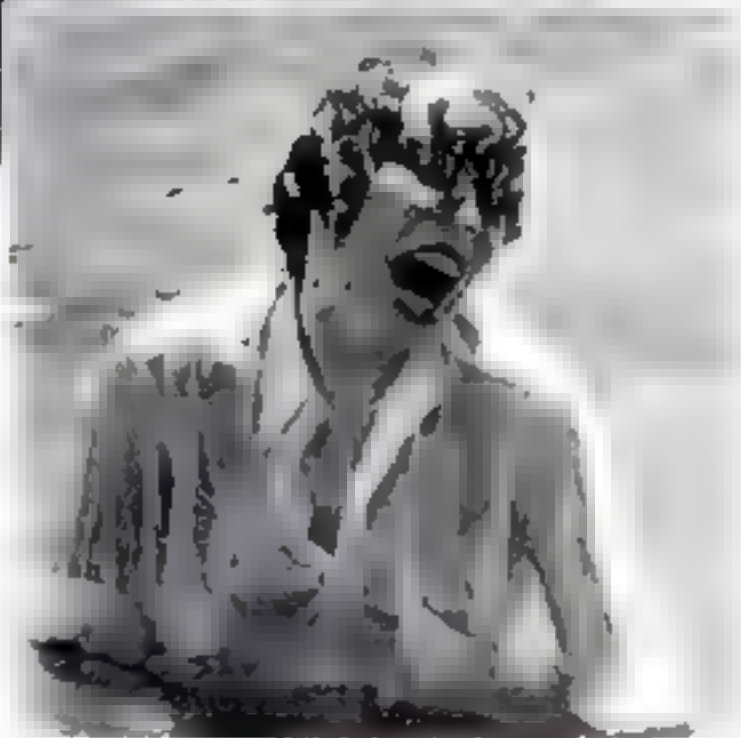
A girls' crew is the last thing anyone would expect to find in the heart of the Middle West. The sport of crew, which ranks next to polo as the most hoity-toity of college athletics, is almost entirely confined to a handful of big men's universities on the Atlantic and Pacific seaboards. But on the Rock River in Illinois is the pretty city of Rockford and in the city of Rockford is pretty little Rockford College for girls. Someone got the idea that Rockford should have a crew, and there it is with all the fixings; a boathouse, a coach, four four-oared shells and 50 strong and beautiful oarswomen. Rockford's only trouble is that, because of the scarcity of girls' crews, it cannot find anyone to race. So three afternoons a week, the Rockford crews get into their shells and row vigorously up and down their river, getting healthy and tanned.



Racing against each other is not much fun for the Rockford crews but that is what they have to do. Two class crews line up for the start of a quarter-mile pull.



The winning coxswain gets a ducking in the river (above) and comes up with a loud noise (right). Rockford has as formidable a set of crew traditions as if it were Cambridge University, where the ancient rite of coxswain-ducking is supposed to have originated.



Let's NOT join the ladies!

Gentlemen...let's leave the flower perfumes to the ladies. Coquettishly perfumed toilet preparations are not for us. Take the *Fougere Royale Shaving Bowl*, for instance. Its Royal Fern fragrance is exhilarating, fresh, woody and decidedly *all-man*. You'll find the handsome wooden *Fougere Royale Shaving Bowl* a joy to handle and an economy to use, for it offers months of miraculous shaves for \$1

Fougere Royale After-Shaving Lotion...a dash of refreshment for razor-roughened skins. Slightly astringent to soothe little nicks; *Royal Fern* fragrance to delight your senses. 85c.

Fougere Royale Talc...supremely fine in quality, correctly toned for men's skin. It will spoil you for the common, or garden, variety of talcs. 55c.

Fougere Royale Hair Lotion...for a well-groomed head, with every hair in place. It adds lustre without oiliness, stimulates the scalp, corrects dryness, and doesn't shriek to high heaven. 85c.



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by HOUBIGANT

for men

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along its famous highways.



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Interesting fellow-travelers.



Stop en route—no extra cost.

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bus window!*

If you've ever thought that Greyhound bus travel is popular for low cost alone, change that opinion right now! True, Greyhound fares are far lower than those of any other type of transportation . . . one-third the cost of driving a small private car.

But, best of all, Greyhound gives you a true and fascinating cross-section of America—its scenic beauty, cities and towns, its industries and people. New Greyhound super-coaches are the smoothest-riding things on wheels . . . schedules more frequent, service more efficient than ever before. Wouldn't it be a smart idea to go vacationing by Greyhound?

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WASHINGTON, D. C.	1401 New York Ave. N. W.
DETROIT, MICH.	Washington Blvd. at Grand River
ST. LOUIS, MO.	Broadway & Delmar Blvd.
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CINCINNATI, OH.	620 Walnut St.
LEXINGTON, KY.	801 N. Limestone
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Mail this coupon to nearest Greyhound information office (listed above), if you want an interesting pictorial booklet and travel facts about any of the following places: New England, Michigan, California, All the West, Across America through Colorful Southwest, Great Northwest, New York and Pennsylvania Mts., Great Smoky Mts., Central Atlantic Cities, Atlantic Beaches, Pan American Exposition at Dallas, and Fort Worth Frontier Fiesta (please check which ones). If you want information for any special trip, jot down place you wish to visit, on line below.

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17-4

ROUGHHOUSE AND HORSEPLAY ARE STILL

College hazing is far from being the genuine hazard to life and limb which it was during the years before the War. Yet on most campuses class rushes and fraternity initiations are still favored occasions for paddling and ducking and a certain amount of thorough if good-natured gouging and mauling. The result is a feeling of solidarity between candidates who have been tested by water or shingle or just plain roughhouse which long outlasts temporary black eyes or sore bottoms or colds in the head. Herewith a few choice samples of the Ordeal by Horseplay.



Prayers for rain by Delta Upsilon neophytes at Ohio State are being answered by these fraternity brothers with buckets on the roof during "Traditions Week" which occurs each spring.



A fraternal splash is the reward of this Ohio State University pledge who must conscientiously "pray for rain" from Delta Upsilon "rain makers" during their annual initiation week.

PART OF EVERY COLLEGIAN'S EDUCATION



Padding is an initiation rite on most campuses. Here an Ohio State underclassman prepares for fraternity life.



Ducking in the pond, as at many another college, is a tradition at Louisiana State. Here an officer of the Cadet Corps receives a customary May attention from the Ducking Squad.



Class rivalry at the University of California used to cause all-year guerrilla warfare between freshmen and sophomores, is now confined to the annual Brawl's one-day mayhem (above).



1. **DOCTORS' TESTS** recently proved that Bromo-Seltzer stops next-morning headaches faster than any other remedy they tested.

2. **SETTLES STOMACH** -relieves your upset stomach, feeling of nausea and that awful "dark brown taste."

3. **SOOTHES NERVES** -calms your overtaxed nervous system. Relieves your sense of strain and fatigue.

4. **REDUCES EXCESS LACTIC ACID** in the blood caused by overindulgence. Helps restore your normal alkaline reserve.

Get it at drugstores, soda fountains. Keep it handy at home, too.



BROMO-SELTZER

Makes you feel fit FASTER!

Shaving Oddities

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6


OFFICIAL BEARDS!

THE EGYPTIANS SHAVED FOR CLEANLINESS, WEARING FALSE BEARDS FOR OCCASIONS OF OFFICIAL DIGNITY. NOWADAYS GEM'S CLOSE, CLEAN SHAVES GIVE MEN THE DIGNITY THAT MODERN LIFE DEMANDS.



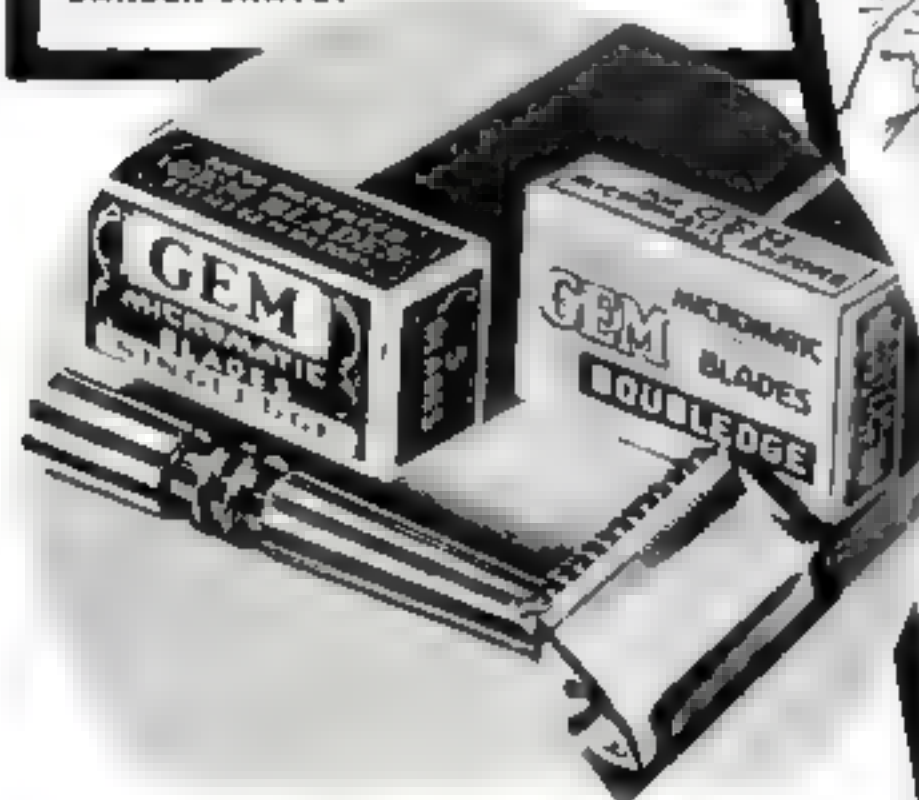
SHAVE OF DEATH!

AMONG THE GERMANIC TRIBES OF LONG AGO, YOUNG MEN WERE REWARDED WHEN THEY HAD SLAIN THEIR FIRST ENEMY, BY BEING ALLOWED TO SHAVE. GEM MICROMATIC RAZOR REWARDS YOU WITH THAT PRESTIGE SHAVE WHICH KEEPS YOUR FACE NEAT ALL DAY.



BARBER'S THEME SONG!

KOREAN BARBERS AT ONE TIME USED A BIG TUNING FORK TO SIGNAL THEIR ARRIVAL IN A VILLAGE OR STREET. TUNE UP YOUR FACE BY SWITCHING TO GEM MICROMATIC RAZOR FOR THAT COOL, EASY MASTER-BARBER SHAVE!



PERSONAL BARBER SHOP!

BUILT INTO THE GEM MICROMATIC RAZOR IS THE FACE-FITTING BEVEL WHICH COMPELS YOU TO SHAVE WITH MASTER-BARBER'S LONG, TUGLESS STROKE—IN EFFECT, A BARBER SHOP OF YOUR OWN, GIVING YOU MASTER-BARBER'S EASY, REFRESHING SHAVES! THIS IS JUST ONE OF GEM'S EXCLUSIVE FEATURES WHICH COST US \$660,000! GET A NEW GEM RAZOR WITH FIVE BLADES FOR \$1.00 FROM YOUR DEALER, OR SEND COUPON BELOW FOR EXTRAORDINARY 25¢ PROOF OFFER!



IDEA FOR WIVES!

IF THE THOUGHT OF SHAVING AGAIN AT NIGHT PREVENTS YOUR HUSBAND FROM ATTENDING MANY A SOCIAL OCCASION WHICH YOU'D BOTH ENJOY, MAKE HIM A PRESENT OF A GEM RAZOR AND GEM BLADES. A MORNING SHAVE WITH GEM'S 30% THICKER BLADE, STROPPED 4840 TIMES TO A SUPER-KEEN EDGE, KEEPS A MAN'S FACE NEAT TO THE END OF THE LONGEST EVENING! SEE COUPON BELOW.

SPECIAL "PROOF" OFFER

Gem Division, American Safety Razor Corp.
Dept. LE43, Brooklyn, N. Y.
Please send me special "Proof" set containing 1 single and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

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GEM

MICROMATIC RAZOR and BLADES

If you would know what comfort is—face shaving undismayed; insist on Gem, look for the name on each and every blade!



THE U. S. GOVERNMENT IS IN HIGHER EDUCATION

The U. S. Government maintains two large seats of higher learning—the Military Academy at West Point, N. Y. and the Naval Academy at Annapolis, Md. Above are a few of the 2,300 Naval Academy students swarming down the stair-

way in Maury Hall. This month, 325 of them are graduating. As a group they and West Pointers are luckier than any other graduating class in the country because each member has a job waiting. Twenty-five become second lieutenants in the Marine Corps. The rest become ensigns in the Navy. It costs the Government \$14,000 to educate an officer for its Navy. This includes an annual salary of \$780 which the Government pays each midshipman for spending four years in study.

JUNIOR COLLEGE: At Stephens in Missouri Girls are taught to solve women's 7,400 problems With Classes in Beauty, Riding, Voice



It is a far cry from the Female Academy run by Miss Lucy Wales in Columbia, Mo., in 1839 to Stephens College run by President James Madison Wood in 1937. For Stephens is today a junior college (i.e. two-year course) run with an educational novelty and high-powered promotion unique in a country famous for its women's schools. It owes this distinction entirely to President Wood who, bent on making his school excel, called in experts to draw up the definitive modern women's curriculum. Together they compiled 7,400 women's problems. To help Stephens girls meet these problems, President Wood gave them a spreading Georgian campus, a country club, a stable with 30 horses, a theatre, a grooming clinic where they learn the science of beauty and dress. For these advantages 930 Stephens girls pay \$875 a year.

A pajama party at Stephens College's swank Country Club is the beginning of a lovely weekend for these 17

to 19-year-old girls. Here, and in the riding academy nearby, they are taught by special golf and riding instructors.



Best horsewoman at Stephens is this 19-year-old girl, dressed in formal attire for the ring.



In the Grooming Clinic a professional "groomer" from New York teaches students how to style their hair. There is also a Voice and a Clothes Clinic.



Two pretty equestriennes listen to a lecture on horsemanship at the classroom in the Stephens' stables.



THIRTEEN JUNIOR COLLEGE HORSEWOMEN WATCH REHEARSALS FOR THE COMMENCEMENT HORSE SHOW



STEPHENS HAS THE WORLD'S BIGGEST BIBLE CLASS

Stephens College has two distinctions. One is its riding academy, the other is its Bible class, both the biggest in the collegiate world. Above is the Bible class at one of its final vesper services, holding lighted candles to symbolize the

idealism which graduating officers pass on to their successors. A professional New York cosmetic expert accounts only partially for the uniform good looks of these Stephens girls. Surpassing in swank even such swank Eastern schools as Bennington and Sarah Lawrence, Stephens takes a long midyear outing. This year President Wood took his girls to New Orleans, commandeered 262 Tulane men for a dance, came on to New York, commandeered West Point for another dance.

SOME STUDENTS STAND OUT

These did during 1936-37

Custom of most graduating classes each spring is to elect the members who are "most brilliant," "most likely to succeed," "best dressed," or "heaviest drinker." Here is a compendium of some outstanding college students of the college year 1937, chosen either because they were so nominated by classmates or because they served or behaved with distinction. No one has made a thorough statistical study showing how college success is reflected in later life. Of the 23 members of Harvard's Class of 1911 mentioned in *Who's Who*, almost half were campus non-entities. Many a college leader, of course, makes good even in the cold competition of the outside world. But many an alumnus finds his warmest glow of success coming from the memory that the Class of 1907 once elected him its second-wittiest member.



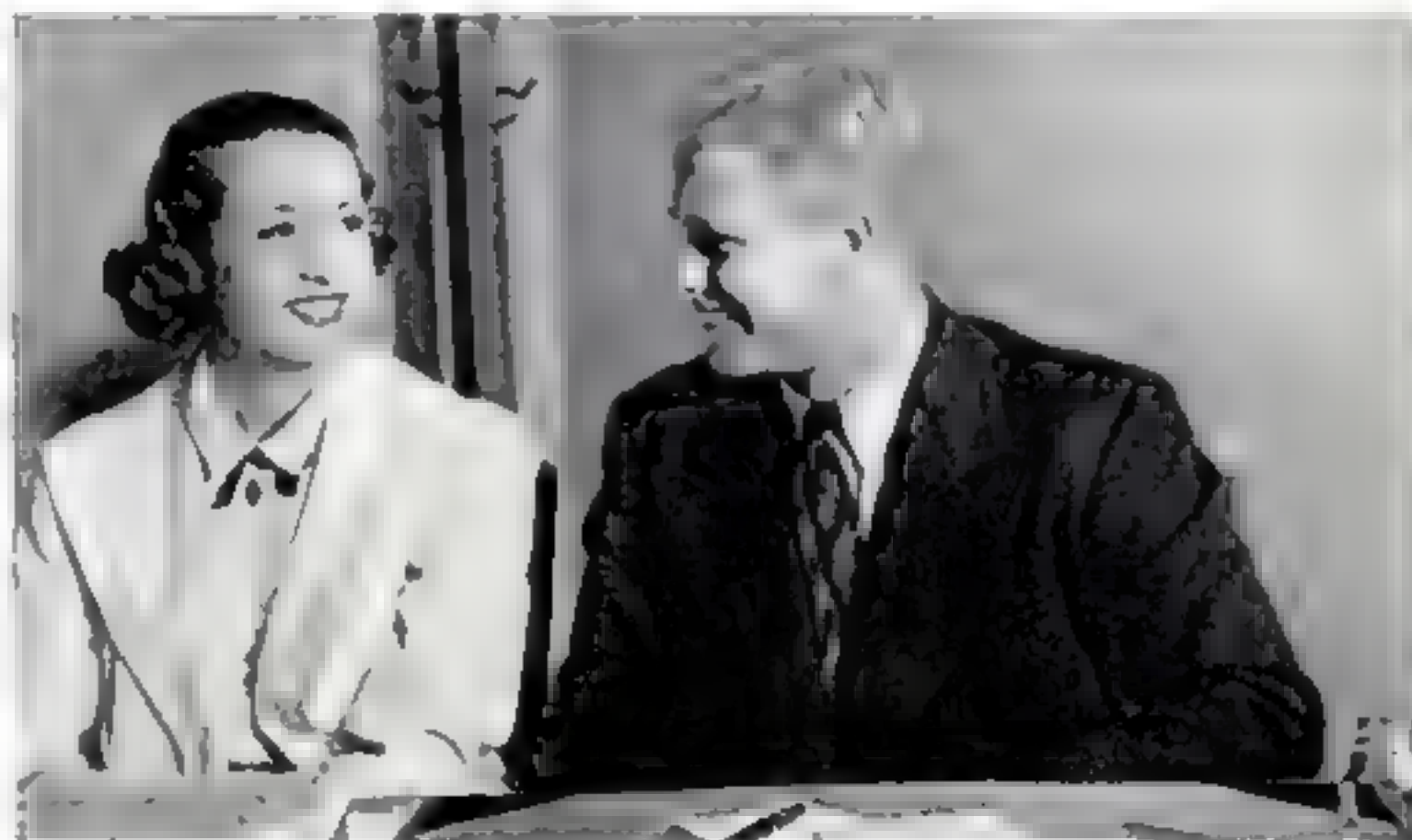
Pennsylvania has a potential movie star in Patricia Hannon Murray who, having been offered a contract by Columbia Pictures, has already adopted the dark cape and glasses affected by some cinema queens. Patricia is 20, golden haired, blue-eyed, husky-voiced, a junior and leader-in-dramatics.



Doane (see p. 38) chose Howard Bourne, 21, of Ravenna, Neb., as its most-likely-to-succeed senior. After graduate studies Howard expects to find his success as a government economist. He is editor of the *Doane Owl*, member of the student council and debating team, pianist in the college jazz band.



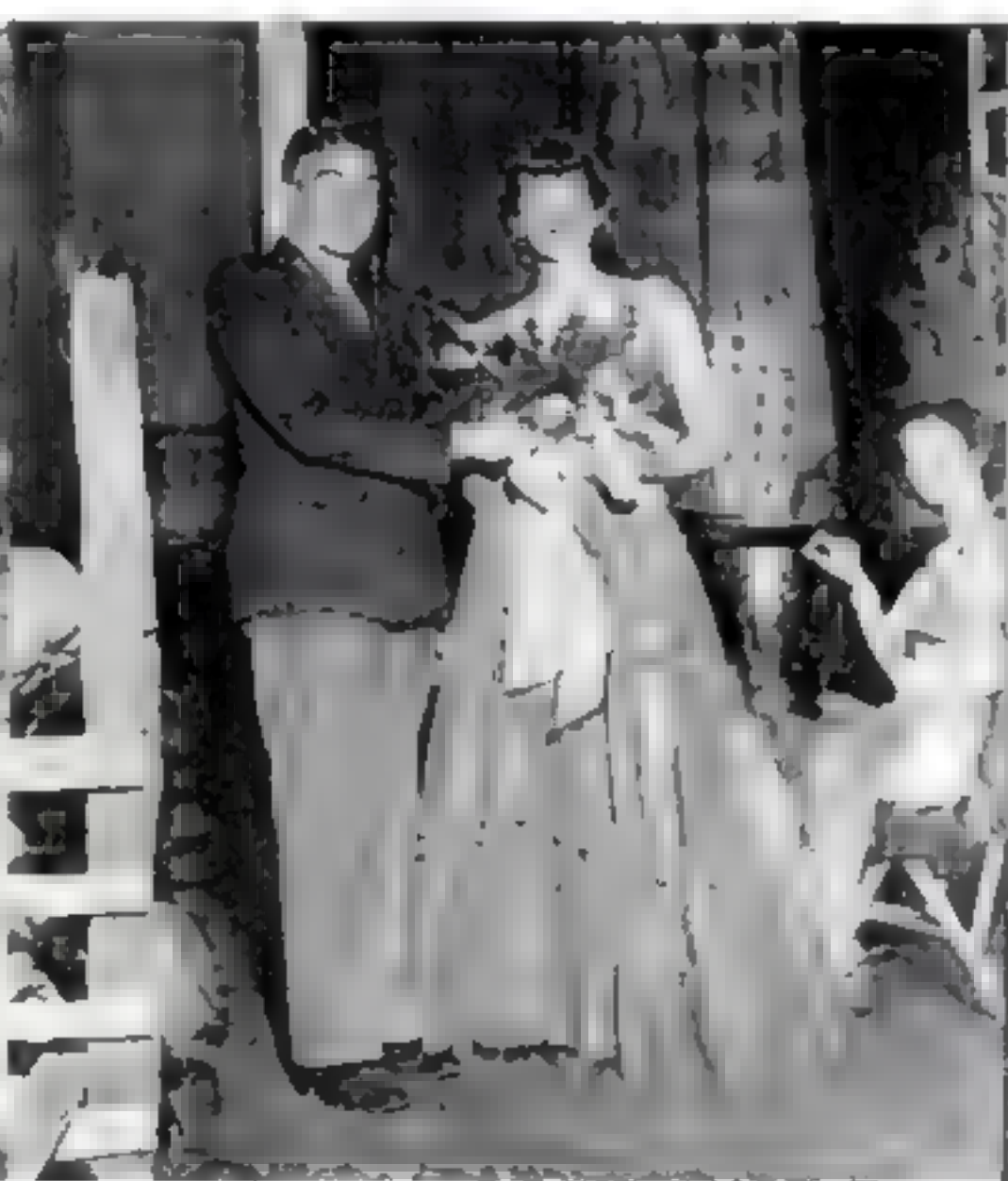
Texas had the satisfaction of having one of its girls chosen Queen of the Drake Relays this spring, a choice made from coeds of 22 colleges who compete in the Iowa meet. Queen was Frances Rather, 20-year-old senior who has just about everything. She made Phi Beta Kappa as a junior, was president of the leading literary society, sang the lead in the University Light Opera Company and won the campus archery championship. Above, a Drake escort whispers.



Southern California established a precedent by electing Gardiner Pollich, '38, as first write-in candidate to become president of the student body. Pollich is a Trojan Knight, member of Skull and Dagger, Blue Key. Education is his major, Rugby his only sport. His vice president on the student body is Lucy Anne MacLean (above with Pollich), most popular girl on campus, who graduates this month, may go into social work if she doesn't get married right away.



Vanderbilt has a curious way of honoring its outstanding senior. It elects him "Bachelor of Ugliness." Rival candidates this year were David Mayson (above, left) and Kenneth Overly (right). Winner was Mayson, chairman of his class, member of track and basketball squads, ablest engineer in his class.



Indiana gave a bouquet to Yvonne Elisabeth De Bruton for being most popular freshman. Tall, brown-eyed Yvonne was elected Freshman Princess, chosen Beauty Queen of the year-book, *Arbutus*. Last summer, Yvonne modeled for a photographer. After graduation she wants to take up advertising.



Wisconsin's King of the Junior Prom this year was William Alexander Pryor (centre, above) who comes from Milwaukee and, at the age of 21, already has gray hair. He says premature grayness runs in his family. In the engineering school, Pryor's liveliest extra-curricular activity is having dates.



Wellesley seniors estimated that their most dated classmate was willowy, hazel-eyed Dorothy Henry Sands, who didn't let her social life or her job as chairman of Junior Prom keep her from getting honor rating in her studies. She majored in geology. Next fall she will enroll in a secretarial school.



Williams heaped honors on Edward Lane Stanley, voting him "most respected," "most versatile," "best athlete," "done most for Williams." Stanley starred in football, basketball, baseball, served as president of the senior class. A job with Bethlehem Steel is waiting for him.



Stanford considers Lenore Albertson its most popular girl for reasons adequately made clear above. Lenore is 21, a junior. She spent her first two years at Washington. The faculty rates her average in studies, above average in charm and frequently chooses her as hostess for campus social affairs.



Yale has an outstanding student in Richard Tennant, best debater in the senior class. A promising debater in his freshman year, Tennant went on to take the junior prize in oratory, the senior prize for extemporaneous debate. He also won the senior prize for English composition. Tennant is a member of Phi Beta Kappa and a radical in Yale's Political Union. He will enter Yale's Graduate School to study economics next fall, plans eventually to teach.



Elmira at Elmira, N. Y., graduates pretty, serious-minded Mary Fellows, class president who was too busy with scientific studies to do much besides sing in the glee club. She plans to be an X-ray and tissue culture expert.



Stanford last spring elected James Reynolds, its best shot-putter, president of its student body. General Jim Reynolds, 24, is also a member of the debating team. He will attend either law or business school next fall.



Louisiana State, dominated by Huey Long when he was alive, is still under the influence of his family. Huey's 20-year-old daughter Rose is president of the Associated Women Students, vice president of the student body, secretary-treasurer of the junior class and president of Delta Delta Delta.



Louisiana State's ablest politician is Russell Long, 18, brother of Rose (left), and president of sophomore class. Managing his sister's last campaign, he had an airplane drop leaflets on the campus, lured students to an armory with a swing band, gave a \$5 bill away every 15 minutes, carried the election.



Northwestern: Constance McClure was first coed ever appointed chairman of Northwestern's paper, *Daily Northwestern*. She is a student in Medill School of Journalism, wants to be a reporter when she graduates next year. A light-hearted girl, she doesn't like sports but loves dancing.

SEVEN SAMPLE CUSTOMS FROM SEVEN SAMPLE COLLEGES



At Harding, a small Arkansas college attended chiefly by offspring of poor farmers, many self-supporting students wear homemade dresses, underwear sewn from flour sacks.



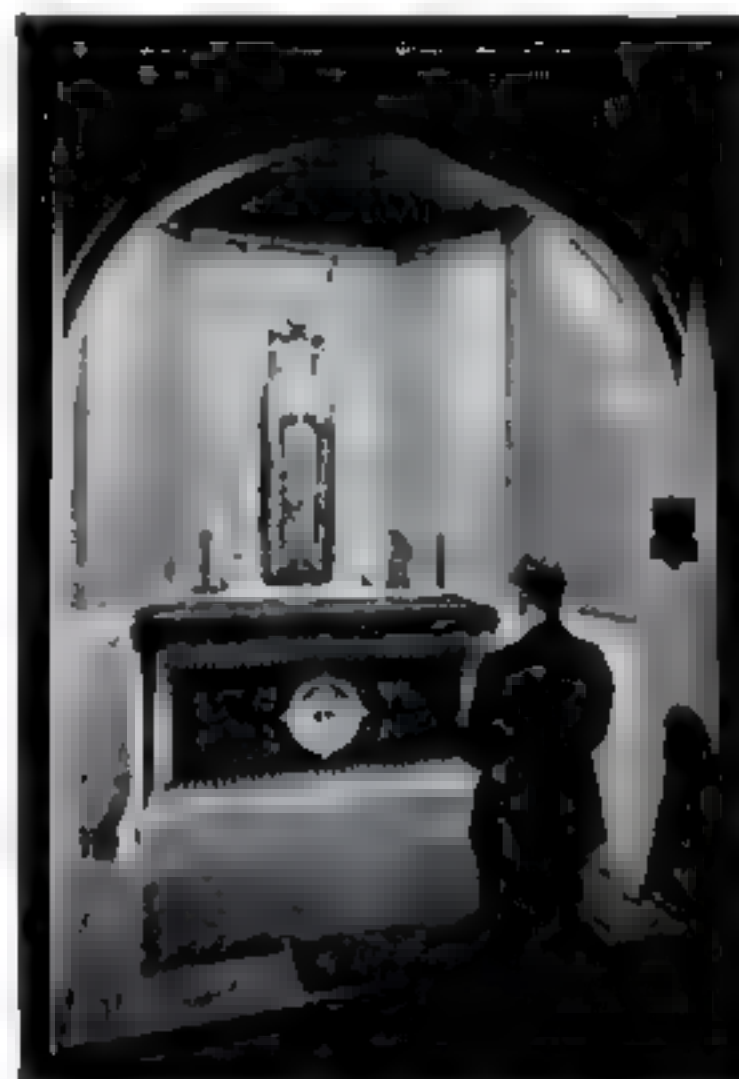
At Virginia, if an undergraduate should happen to come home tipsy, he would find himself barricaded in by chairs which collapse when he opens his door the following morning.



At Nevada, men students hold a beard-growing contest every spring to celebrate the State's pioneer mining days and to honor their patron, Pioneer-Miner John W. Mackay.



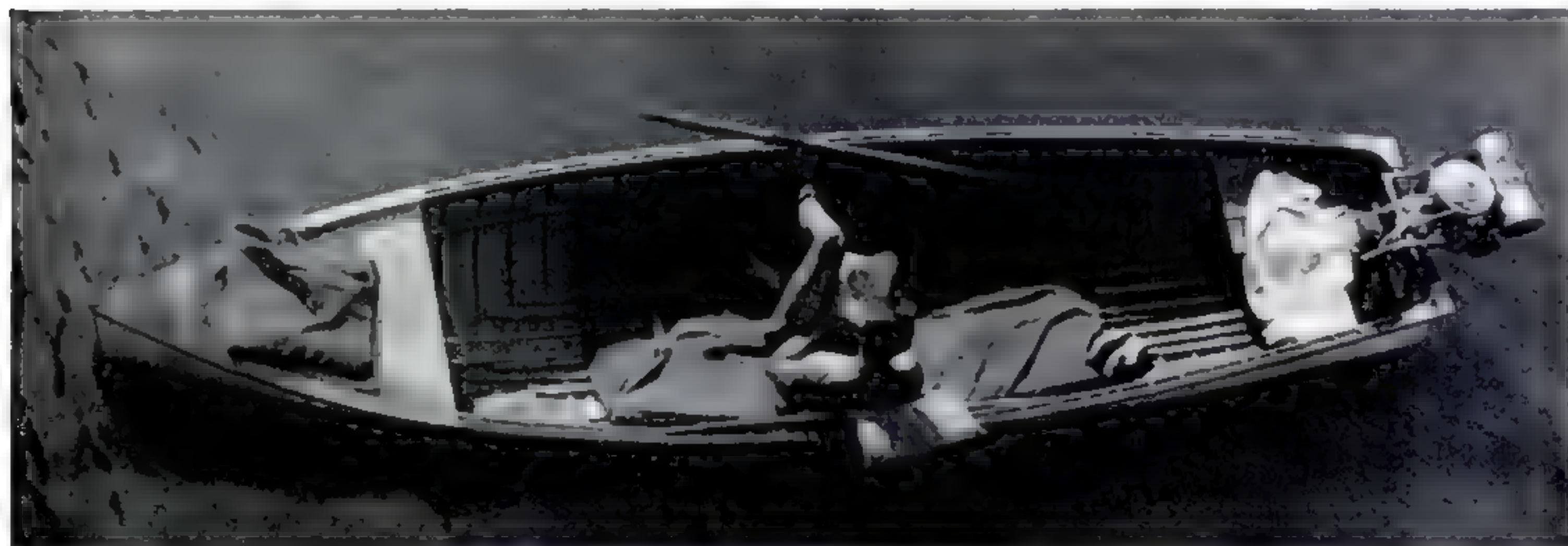
At Stanford University in California, a special senior-class committee places a daily bouquet of fresh flowers before the door of this campus mausoleum of the Leland Stanford family. Buried inside are Senator and Mrs. Leland Stanford and Leland Stanford Jr.



At Notre Dame, Catholic students pray at the shrine of St. Olaf, dedicated to the college's late great football coach, Knute Rockne.



At Harvard, many an undergraduate carries his books around to his classes in green flannel bags bought at the Harvard "Coop" for \$1.25.



At Iowa, students like this work their way through by serving on the University's river patrol. This force discourages

public love-making by canoeing couples and nudist bathing on the Iowa River. This boy may look relaxed but he

has a sharp eye cocked for any funny business. Note the outboard motor for use whenever speed seems advisable.



“A man learns a lot, building 25 million cars!”

“Seems to me, nothing ever takes the place of experience. You learn to do a good job by going out and doing it. The more you do it, the more you learn about it.

“Take cars, for instance. They tell me Henry Ford has built more than 25 million. Nobody else ever had

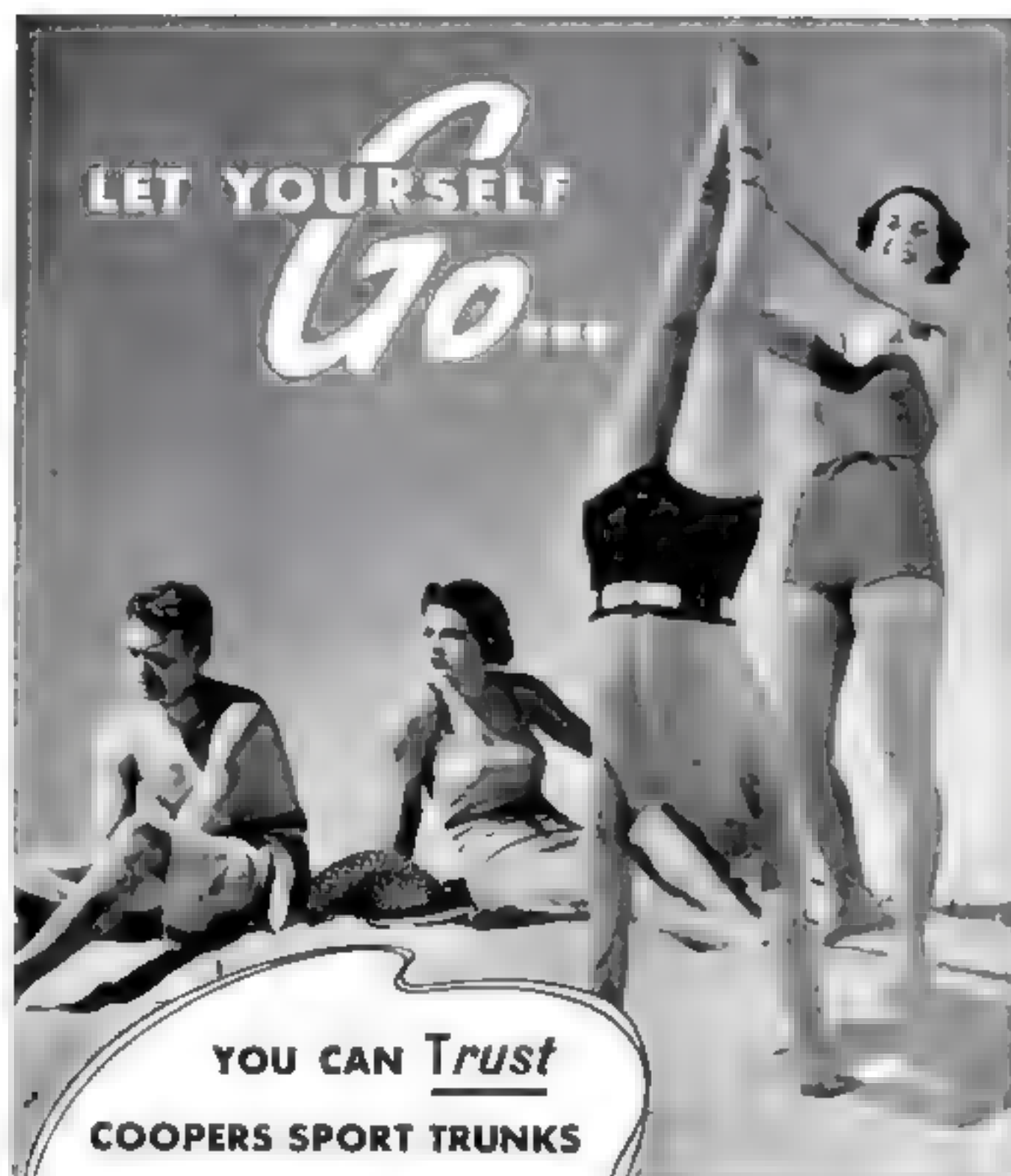
near that much experience. So, the way I figure, Henry Ford’s the man I want to build my car.

“Besides, all those cars weren’t sold—most of them were bought. Bought because folks got more for their money—because Henry Ford did a better job every year.

“This year’s Ford is the best yet. Handles easy, rides easy, runs smooth and sweet. I know. One day after I’d been sitting here watching the Fords go by, I says to myself, ‘Jud, you go buy one.’ And I did!”

F O R D  V•8

**LET YOURSELF
Go...**



**YOU CAN Trust
COOPERS SPORT TRUNKS
WITH THE BUILT-IN
Jockey SUPPORT**

TRADE MARK REG.

You don't have to "watch yourself" in J. B. Sport Trunks by Coopers. They "watch out" for you. You can dive, swim, "ride the board," scale a mast or lie in the sun—without worrying about exposure. That's because of the support built right into the trunks. J-B's guard you well, eliminate bulges, prevent chafing.

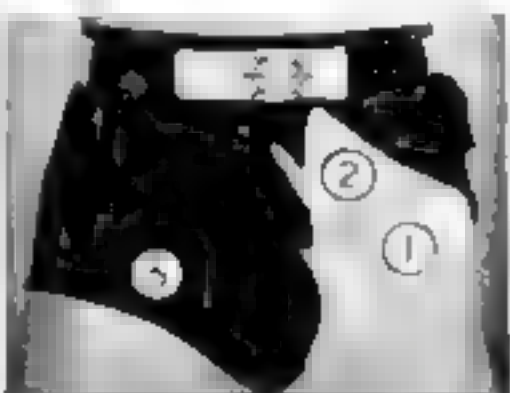
You look as well-groomed and poised in a J. B. Sport Trunk as you do in your finest tailored suit. And you actually *gain* freedom of action. Your comfort, too, is assured by the supporting, masculinized Jockey construction.

The J. B. Sport Trunk provides both masculine and abdominal support. Jockey inner garment of Durene . . . Bellin inner waistband of Lastex. It is a posture garment, smoothing the contours, controlling the waist. The trunk fabric itself does not cling to your body.

You can't know perfect swim comfort until you've tried J. B. Sport Trunks by Coopers—either the wool trunk, \$2.95 or the gabardine, \$2.50. Ideal for swimming, sailing, sunning, tennis, bicycling, gymnasium, and track work. Try them today—and *really* let yourself go!



J.B. SPORT TRUNK
Mercerized gabardine



TWO GARMENTS IN ONE
1 Jockey inner garment provides masculine support
2 Bellin inner waistband of Lastex improves posture.
3 Double construction. Outer fabric does not touch skin.

Coopers INC.
KENOSHA WISCONSIN

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • SEATTLE
In Canada: Made and Distributed by MOODIES, HAMILTON, ONT.

**MASCULINIZED UNDERGARMENTS
HOSIERY • SPORTSWEAR**



EARLE MEADOWS AND BILL SEFTON

SPORTS RECORDS MOVE WEST

Above are Earle Meadows and Bill Sefton, University of Southern California pole vaulters who on May 29 each cleared a bar 14 ft. 11 in. high for new and identical world records. This dual feat by teammates firmly smashed a belief that Coach Alfred Carlton Gilbert's Yale vaulters are generally best, and left Eastern collegians clinging to a steadily dwindling share of athletic supremacy.

In the past two decades, athletic reputation has largely moved West and South. A host of high-school athletes, graduating into the elaborate sports arenas of the State universities, have rudely trampled the belief of an older generation that Harvard, Yale, Princeton, Cornell and Pennsylvania symbolize greatness at football, crew and track. Today Minnesota dominates the \$30,000,000 football business that draws 20,000,000 people into stadiums each autumn. Today Washington rules the rivers and its graduates coach the Eastern crews. For the past decade a handful of Stanford and University of Southern California track men have monotonously heated the East whenever their teams chanced to meet. In specialized sports, the University of California is tops in tennis; and Michigan, having wrested swimming supremacy from Yale, now vies with Yale at golf. Harvard's and Yale's polo teams, raised in the horsey tradition of Meadowbrook and Aiken, are still invincible but the University of Missouri and University of Oklahoma players quietly claim they could beat the East were they as well and expensively mounted and not forced to compete on \$150 government-owned R.O.T.C. horses.



MEADOWS: 14 ft. 11 in.



SEFTON: 14 ft. 11 in.

"When it isn't on the **P**ants — I say, **P**ut it on!"



MILLIONS OF MEN NOW DEMAND
TALON SLIDE FASTENER FOR
TROUSERS ON ALL THEIR SUITS

It's hard to realize that the fly of your trousers could be so tremendously improved that millions of men now actually refuse to wear suits with the old-fashioned fastening!

Yet this is exactly what has happened. The amazing ease and security and durability of the Talon slide fastener for trousers have won the men of America!

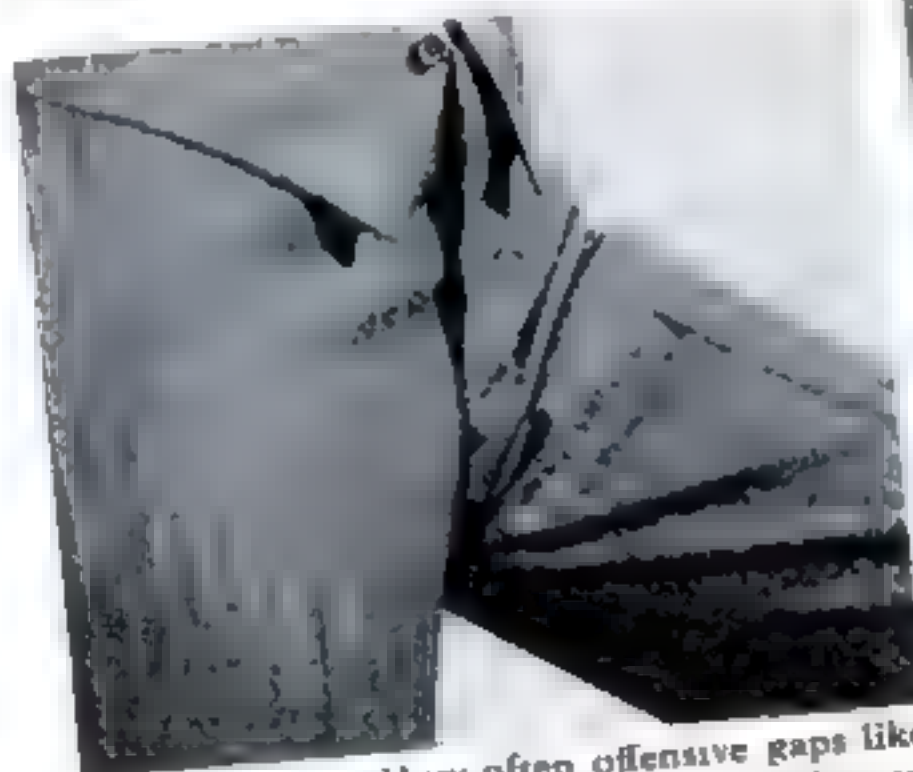
Ask your clothing store to show you the Talon trouser fastener. Introduced in expensive clothes . . . you can now get this *extra value* on better-made suits of all prices!

HOOGLASS FASTENER CO., MEADVILLE, PA.

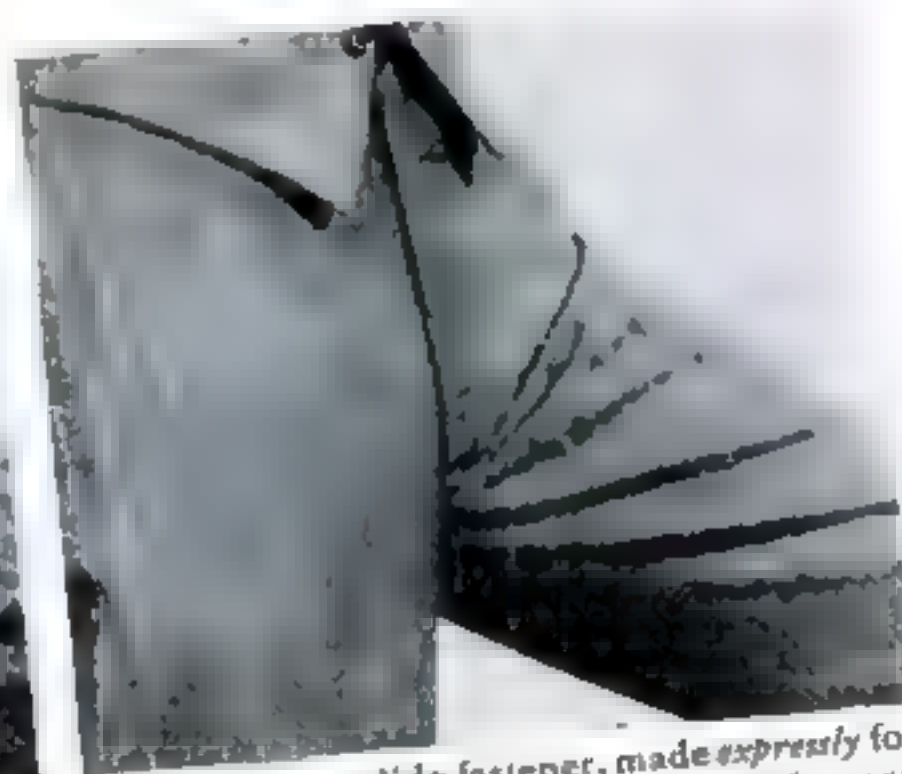


BUSY MEN...

Once you've enjoyed the speed, the ease, the simplicity of the Talon slide fastener, you'll be impatient with the old-type fly!



FORMERLY... How often offensive gaps like the above result from the old trouser closure!



NOW... Talon slide fastener, made *expressly* for trousers, gives seam-like closing, better fit, wear!



BIG MEN...

Just *zip* it. And it stays as neat as a seam. No wonder big men prefer the Talon trouser fastener!

PROUDFUL MEN

Talon fastener ends all chance of embarrassment. Nothing to forget. Can't open by accident!



WIVES...

Talon slide fastener can't break off! Or be harmed by pressing, dry cleaning.

TRY THE **TALON** FASTENER ON YOUR NEXT SUIT—AND YOU'LL NEVER GO BACK TO THE OLD WAY

THE GARTER ON

Pacer

REG. U. S. PAT. OFF.

IS GUARANTEED

for the life of the sock



If you've hesitated to enjoy Pacer's many advantages through a vague fear that the garter would not "stand up", rest easy. Before we ever announced this new sock-with-garter-attached, we proved it could "take it" through seven months of tests . . . laboratory . . . laundering . . . daily wear tests by 1,015 men. So we can guarantee Pacer's washable garter for the full life of the long-wearing sock. Don't wait . . . get Pacer now . . . at most good stores . . . patterns or plain.

HOLEPROOF HOSIERY CO., Milwaukee, Wis.

Pacer
by **HOLEPROOF**
The sock with garter attached
AND FOR WOMEN

there is care-free comfort, smart style, new economy in famous Holeproof Knee-High . . . the knee-length full-fashioned silk hosiery with built-in garter top. 3 styles . . . 79c and \$1.

BEST UNIVERSITY LIBRARY: HARVARD'S

That books are still an essential part of a college education is attested by the fact that the Harvard University Library caters to some 8,000 students annually. Outclassed nationally only by the Library of Congress and the New York Public Library, it is housed chiefly in the Harry Elkins Widener Memorial Building. Below is Widener's main reading room where many of its 1,750,000 books are consulted by Harvard men.



Superintendent of Widener's reading room is Charles Augustus Mahady (below), familiar to generations of students. No mere bookster, Mr. Mahady not only dispenses books from the circular desk above but also directs ushers at football games.



THERE'S quite a trick in making a tire so good that it commands the attention of careful, thinking people.

Perhaps "trick" is not the word—but "craftsmanship" is—painstaking craftsmanship that builds a tire so fine that it stands high above the average in quality.

Today's traffic needs a better tire than the average—and that's just what Pennsylvania offers. You'll like these fine tires!

PENNSYLVANIA
RUBBER COMPANY OF AMERICA, INC.
General Office and Factory: Jeannette, Penna.
"Fine Craftsmanship in Rubber"



SEND FOR THIS USEFUL ASH TRAY

Send 24c in stamps and receive, Post-paid, an attractive white rubber tire Ash Tray.

A perfect miniature automobile tire reproduced to exact scale. Size 5 1/4 in. over-all diameter. Attractive ultra-marine glass center. Address:



PENNSYLVANIA RUBBER COMPANY
OF AMERICA, INC. DEPT. 6-B JEANNETTE, PA.

AMERICA GOES SWIMMING . . AND GANTNER GOES TO TOWN!



GANTNER created the first trunk-type swim suits for men and boys in 1932 . . copyrighted the name **WIKIES** . . patented the snug-fitting waist . . introduced them to the American public with a modest national advertising campaign. A veritable tidal wave of approval greeted the new suit; a wave that has never since receded!

Gantner's 1937 **WIKIES** retain advantages of the original suit, plus many a refinement, such as self-adjusting Supporter . . free-breathing belt . . streamline leg . . new weaves, exclusive with Gantner . . "22% better" yarns of quicker-drying wool!

Because of superior yarn used, Gantner **WIKIES** fit better . . wear longer . . feel more luxurious . . hold their well-groomed, smartly tailored look! To get "the swim suit of the champions" . . look for the surfer-buckle! It identifies genuine Gantner **WIKIES**.

WIKIES . . raised stitch, sweater rib, pencil welt, or military type . . \$3.95
De Luxe **WIKIES**, "washboard rib," two-tone ripple stripe & thistle tweed, \$5.00
Snap-on shirt for **WIKIES** . . \$2 Boys' **WIKIES**, plain or fancy . . \$2.95

At better stores everywhere. Write for style book.

GANTNER & MATTERN CO., Department M
San Francisco Merchandise Mart, Chicago 1410 Broadway, New York

Smart companions to **WIKIES**, women's Gantner suits feature a patented and exclusive Floating Bra (semi-detached, "floating" inner uplift brassiere.)

Above . . Floating Bra suit of non-wrinkling Knit Velvet Lastex . . \$5.95, and scroll print Satin Lastex . . \$9.75



Left . . Beautiful Evalyn Knapp, noted stage and screen star, would adorn any beach with this Velvet Lastex suit, like shimmering mermaid's scales. (\$6.95)



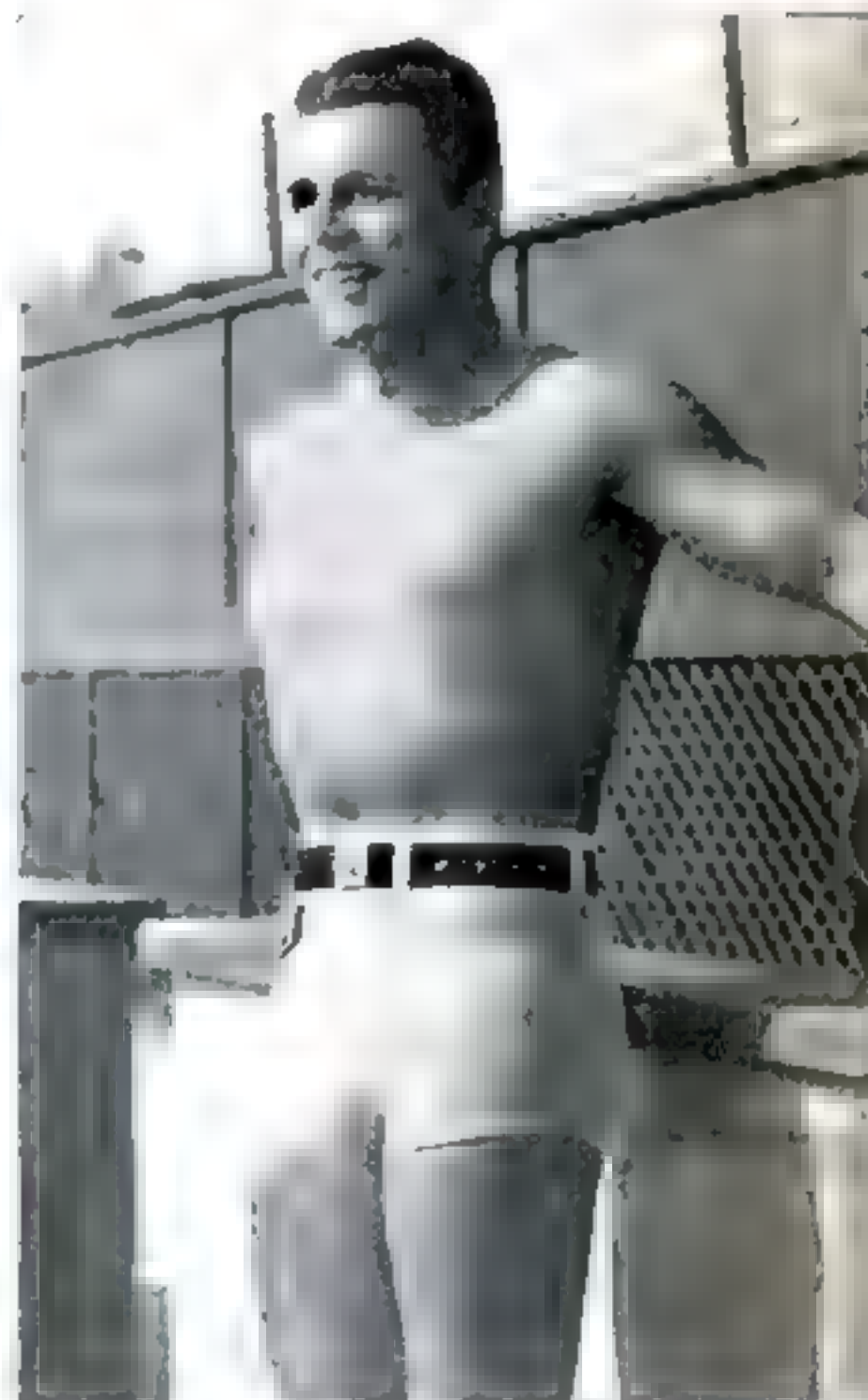
Right . . Vivacious Jinx Falkenberg, from *Vogues* of 1938, Walter Wanger production, holds swim titles and prefers Gantner swim suits. "What's the matter, Jinx, is the water chilly?"



On any cruise, the preference for Gantner **WIKIES** is noticeable! This deck-pool represents a typical scene from one of the popular Grace Line ships.



Herbert Welsh, aquaplane champion, is an animated personification of the famous Gantner **WIKIES** belt buckle!



Larry (Buster) Crabbe, former international swim champion now being featured on the Paramount Studio lot, is also a **WIKIES** enthusiast.



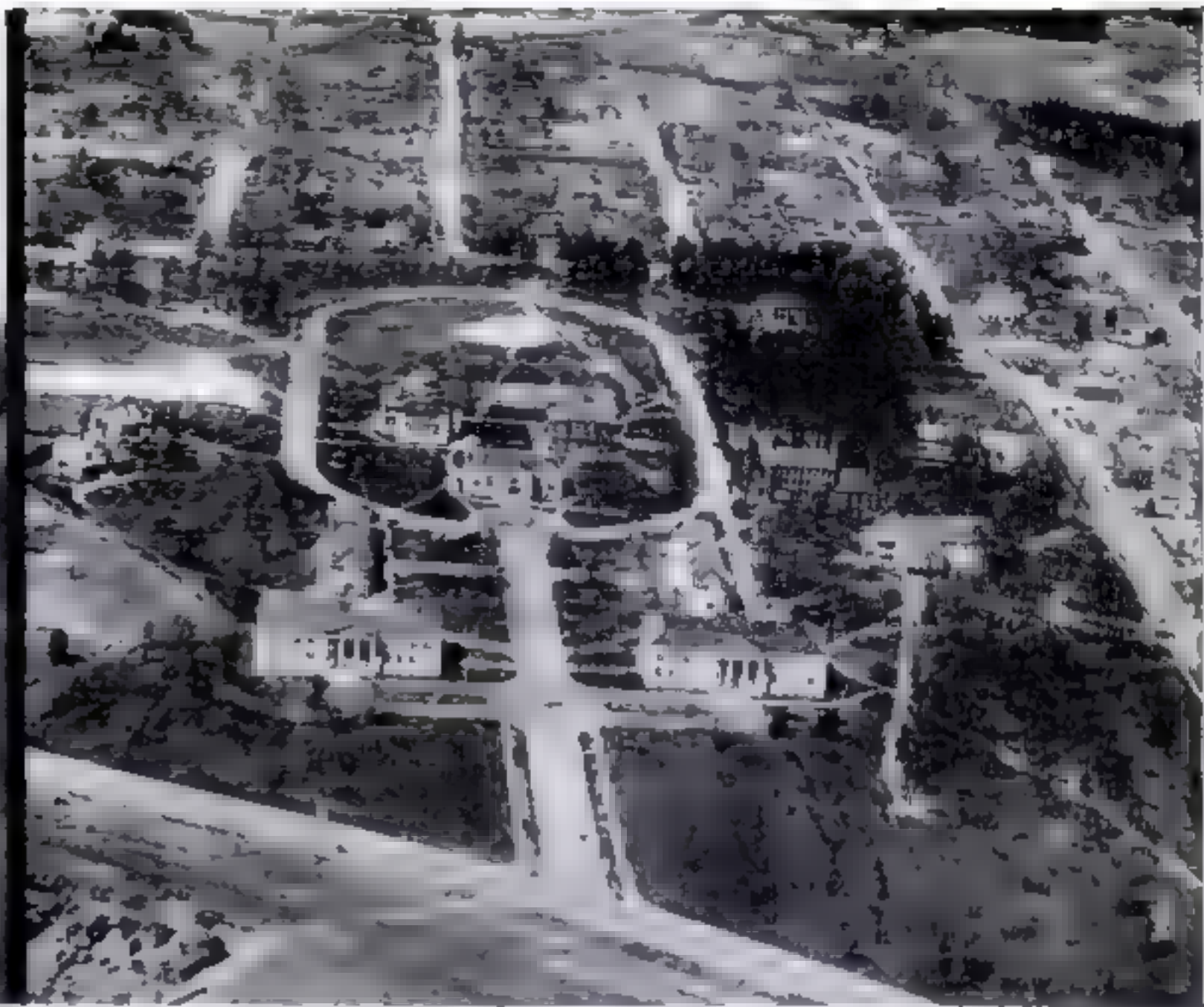
So striking is this Gantner billboard that Paramount asked permission to use the idea for an important water sequence in "College Holiday." Here Marsha Hunt and Leif Erikson are shown in a living reproduction of the poster.

GANTNER **WIKIES**

PATENTED

and SWIM SUITS

HOW \$20,000,000 CHANGED TRINITY COLLEGE TO DUKE UNIVERSITY



North Carolina's mighty Duke University stems from small Union College which was renamed Trinity in 1859. When, in the early 1890s, Trinity moved in from the backwoods to Durham, it was first housed in one modest building surrounded by a race track (No. 1). Twenty-five years of slow progress found Trinity with its origi-

nal building still in the race track enclosure. Other small additions to plant outside the track made the Trinity campus in 1920 look like Picture No. 2 above. In 1924, the late James B. Duke (tobacco) gave Trinity a \$20,000,000 endowment fund on condition that it change its name to Duke University. The

**THE SLICKEST,
COOLEST
SHAVING CREAM
I EVER USED!**



That's what thousands of men are saying about Listerine Shaving Cream. You'll say so yourself, once you try it.

Why not gamble two bits and make it prove itself to you? You will get 104 of the finest, coolest shaves you ever had.

In Listerine Shaving Cream is a gentle balm and lubricant that is kind to the tenderest skin . . . leaves it cool and pliable instead of raw and stiff.

LAMBERT PHARMACAL CO.
St. Louis, Mo.



Try this Cooling "Bracer"

A Word to a Nitcher-Upper

In the good old summer time, do you have trouser-suspension trouble? Are you continually having to hoist your trousers in an effort to maintain a trim appearance? If so, you'll appreciate Pioneer Braces in mesh-weaves and light elastus, specially styled for hot-weather wear. Ask to see them with Streamlox jewelry-clasp ends—the kind that can be fastened around at the sides so they won't show even when your coat is open. \$1.00 everywhere.



DEPENDABLE QUALITY
CORRECT STYLE
SINCE 1877

BRACES - GARTERS - BELTS - BUCKLES

Philadelphia



**LORRAINE
Shir-O-Shakkar**

WASHABLE NECKWEAR

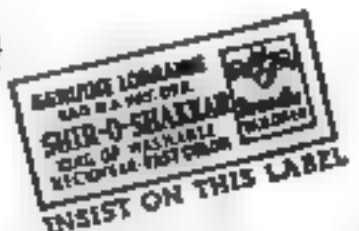
Real summer freshness and cleanliness mean wearing clothes that can be washed!

Lorraine Shir-O-Shakkar made wash ties fashionable!

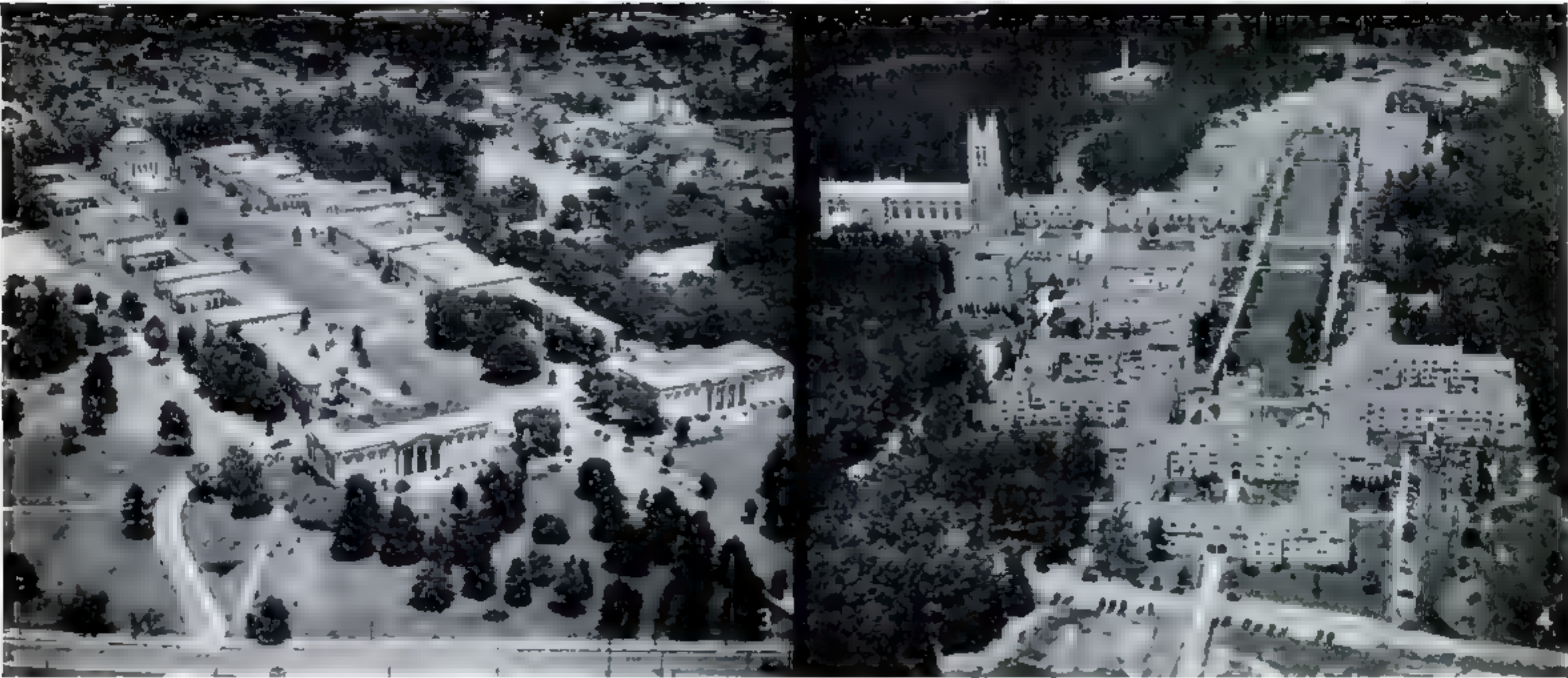
They're smartly styled; in perfect taste—and whether you put them in the family wash or send them to the laundry, they come back looking like new.

But—be sure to get the genuine Lorraine Shir-O-Shakkar!

35¢
3 for \$1.00



If your dealer cannot supply you, write:
A. SCHRETER & SONS, INC.
BALTIMORE • MARYLAND



change was promptly made and, thus enriched, Duke blossomed forth with a cluster of new dormitories and classrooms. The original building inside the race track was razed, though the track itself still remained vaguely visible on the campus in 1926 (No. 3). In that year construction was started on a new

5,000-acre campus a mile to the west. Completed in 1930, this is an enormous all-Gothic affair (No. 4) which now houses the University proper. Dormitories are in foreground, the \$2,000,000 chapel at left centre, medical school and hospital at right rear. Duke's Woman's College now occupies the old race-track campus.



IT'S THE NEW — THE MODERN — INEXPENSIVE WAY TO Travel!

Go any place in your Covered Wagon Trailer Home and enjoy life on the open road. Shrink the map of America. Capture the lure and adventure, the health and happiness of joyous trailer travel. A Covered Wagon assures you the interior comforts of a five-room house—kitchen, dining room, living room, bedroom and toilet... the rugged dependability of a fine car... the luxury of a traveling summer home... does it for less with greater freedom and independence. A steel chassis, Sherman 16 steel bodies, positive electric brakes, patented, non-sway drawbar, beautifully fitted and finished interiors, drop type windows and a host of appointments including sleeping accommodations for four are yours at no extra cost. Low time payment plan available.

See the new 1937 Master, De Luxe and Custom Coaches at your nearest Covered Wagon dealer—or write the factory for new illustrated literature.

FREE Send 10c postage for 4-color illustrated Trailer Book with Plans.

COVERED WAGON COMPANY
580 East Avenue, Mt. Clemens, Michigan.

ORIGINATORS AND WORLD'S LARGEST BUILDERS OF TRAILER COACHES

COVERED WAGON
TRAILER HOMES

YOU WON'T BELIEVE IT — — —



UNTIL YOU WEAR THEM!

Not until you wear a pair of these new and utterly different Nettletons will you discover how good a golf shoe can be.

If you want a pair of the greatest golf shoes ever made, and do not know the name of the nearest retailer who sells them, write us.

A. E. NETTLETON CO. • H. W. COOK, PRES. • SYRACUSE, N. Y.



NEW ZEISS IKON Contax III

Complete in this miniature camera. It eliminates all guess-work!

Built-in photoelectric exposure meter indicates exact settings of speed and diaphragm for any light conditions. Long base range-finder, coupled with lens, automatically ensures exact focus. Contax III is the only camera combining these features.

ZEISS LENSES

Assure superior results. Choice of 14 interchangeable Zeiss Lenses permits virtually unlimited scope; also pictures under poor light—even at night. Eleven speeds up to 1/1250 sec., 36 pictures on a load.

See the Contax models at your dealer's—also other Zeiss Ikon precision cameras.

Write for Book on Contax Photography

CARL ZEISS, Inc., Dept. C-8-6
435 Fifth Ave., New York
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TRAILER LIFE BEGINS IN—



**TOMORROW'S
TRAILER**
Built To-day

**\$465⁰⁰
UP**

and turn. Beautifully designed and conveniently arranged. Built by a large, experienced, financially responsible organization. Your choice of six attractive models, \$485 up. Ask for 20-page illustrated booklet—free. Learn about the joys of trailer life, the comfort, safety, and economy of Bender All-Steel Travel Mansions.

THE BENDER BODY COMPANY,
All-Steel House and Commercial Trailers,
Trailer Division, 412 Clark St., Elyria, Ohio.
Executive Offices, Cleveland, Ohio.

A few attractive territories still open.

Make this a long-to-be-remembered, care-free vacation—relax—travel where'er you wish with the comfort of home in this Bender All-Steel Travel Mansion. Living, dining, and sleeping accommodations for four—all modern conveniences including shower.

Refreshingly cool in hot days—completely insulated roof and walls. Thoroughly safe—all-steel construction and vacuum power brakes.

Skillfully engineered a woman can easily handle car and trailer—tow, stop, back.

**BENDER ALL STEEL
TRAVEL MANSION**



YES! \$54⁹⁵ NOW BUYS TELEDIAL
AUTOMATIC TUNING



MORE RADIO FOR YOUR MONEY WITH THE ..

● Yes! GRUNOW for 1938 halves the price of TELEDIAL, first and best in automatic tuning. Now... a big beautiful matched walnut TELEDIAL console with American, foreign, police, amateur and aviation reception... only \$54.95! See it at leading radio and department stores. Convenient payments. Other GRUNOW Radios, \$22.50 up. (Prices slightly higher West and South.)

(Grunow short wave antenna \$5 additional)
GENERAL HOUSEHOLD UTILITIES COMPANY
Chicago, Illinois Marion, Indiana

NEW
Grunow
FOR 1938

RELEASED FOR PUBLICATION

GIRLS' COLLEGES ADVERTISE LIKE THIS



WELLESLEY

"Spring Study" is what Wellesley's press agent calls this picture of girls studying on a tiny island in the Meadow Pond.



MT. HOLYOKE

"Dance Hall Frolic" is the name of this scene from the dance cycle given at Mt. Holyoke's recent centenary celebration.



OVERLIN

Coed instruction in the modern dance as it is given at Ohio's Oberlin is caught by the college's official photographer.

Only the "SUPER-DUTY" FRIGIDAIRE WITH THE METER-MISER

Proves all 5 Basic Services for Super-Duty Refrigeration!

PROOF 1

GREATER ICE-ABILITY

Only Frigidaire has the
"QUICKUBE TRAY"
with Instant Cube-Release

ALL-METAL FOR FAST-FREEZING

Every ice tray, in every "Super-Duty" Frigidaire is a fast-freezing ALL-METAL QUICKUBE TRAY. Ends "Cube-struggle" and "Ice-famine." Amazing . . . how it instantly releases the ice-cubes, two or a trayful, as you need them! No melting or splashing under a faucet. Yields 20% more ice by ending this waste! Besides, Frigidaire freezes more pounds of ice, faster—and stores 100% more cubes ready for use! Gives you the MOST COMPLETE ICE SERVICE EVER KNOWN. See the PROOF at your nearest Frigidaire dealer's.



PROOF 2

GREATER STORAGE-ABILITY

Only Frigidaire has the 9-Way Adjustable Interior . . . with Full-Width Sliding Shelves, Cold-Storage Tray, Super-Duty Hydrators, that ALL adjust like magic for any size or shape food! MOST COMPLETE STORAGE SERVICE EVER KNOWN



PROOF 3

GREATER PROTECT-ABILITY

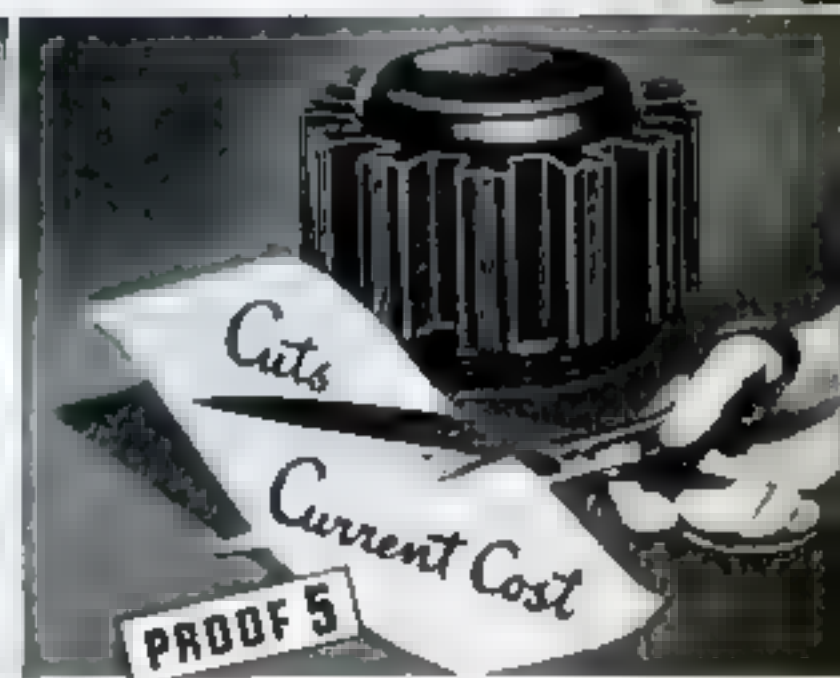
Only Frigidaire has the Food-Safety Indicator with Dial on the Door! Proves Safety-Zone Cold in food compartment even in the hottest weather. And you have 3 other zones of protecting cold. MOST COMPLETE PROTECTION SERVICE EVER KNOWN.



PROOF 4

GREATER DEPEND-ABILITY

Only Frigidaire is built and backed by General Motors! 5-Year Protection Plan on the sealed-in mechanism. This, with the Sealed Steel Cabinet, Special Sealed Insulation, Lifetime Porcelain or Durable Dulux exterior, means MOST COMPLETE DEPEND-ABILITY EVER KNOWN.



PROOF 5

GREATER SAVE-ABILITY

ONLY FRIGIDAIRE HAS THE

Meter-Miser

CUTS CURRENT COST TO THE BONE!

You see its lower operating cost proved by an electric meter before you buy. Meter-Miser does SUPER-DUTY at amazing saving even in hottest weather. For it's the simplest refrigerating mechanism ever built . . . only 3 moving parts, including the motor.

Mrs. America Buys on Proof!

• Every day—all over America—thousands more are buying on PROOF that Frigidaire gives more refrigeration for less money!

It's amazing how much longer this "fortress of cold" keeps foods safe, fresh, delicious! And you get a super-abundance of big ice-cubes, always ready for use! No more "Ice-famine" in your home! No more "Cube-struggle" or "Meltage Waste"! For only Frigidaire has the fast-freezing ALL-METAL QUICKUBE TRAYS that instantly release all cubes! No melting, no splashing, no mess!

Yet, thanks to the exclusive Meter-Miser, Frigidaire makes more cold using less current . . . even in hottest weather, during the very days when many refrigerators either fail to keep safe temperatures, or shoot operating costs skyward!

Your nearest Frigidaire Dealer is waiting to show you PROOF! Learn what to look for in modern refrigeration. See the most complete food-storing service ever known, with Frigidaire's magic 9-Way Adjustable Interior. And Proof of Dependability that only Frigidaire can give. For only Frigidaire is built and backed by GENERAL MOTORS!

You need not deny yourself this SUPER-DUTY completeness. It costs you not a penny more than you would pay for an ordinary refrigerator. Take a tip from hundreds of thousands of value-wise buyers. Choose the largest-selling refrigerator in the world—the "Super-Duty" Frigidaire with the Meter-Miser!

FRIGIDAIRE DIVISION
General Motors Sales Corporation • Dayton, Ohio



MADE ONLY BY GENERAL MOTORS



You don't have to be rich to RETIRE at 55 on \$200 a month

"I'LL DRAW an income of \$200 a month for the rest of my life, as soon as I'm 55," said a certain man talking of his plans for the future.

"How can you manage it?" asked another man.

"It's easy," said the first man. "I'm buying a Retirement Income on the installment plan. My income of \$200 a month begins when I'm 55, and it's guaranteed for life."

"What's more, if I drop out of the picture before my retirement age, my wife would get a regular monthly income for the rest of her life."

"That sounds good," said the other, "but what if you're totally disabled, and can't make your payments?"

"I don't have to worry about that either. If, before I reach 55, serious illness or accident stops my earning power for six months, then—so long thereafter as I remain disabled—I don't have to pay any premiums that fall due, and I'll get a Disability Income besides."

"Fine. Can you tell me how much this new Retirement Income Plan would cost me?"

"How much you need to save each month depends on how old you are, when you want to retire, and the size of the income you will want."

"Why don't you write for the book about The Phoenix Mutual Retirement Income Plan? They'll mail you a copy free. It tells how the plan works and what you get."

Here's your chance to find out how simple it is to retire at 55, 60, or 65, with a monthly income of \$100, \$150, \$200 or more guaranteed to you for life.

Write the necessary information in the coupon below and send it now. You will be mailed a new, illustrated book that tells all about this plan. It tells how you can provide money to leave your home clear of debt, money to send your son to college, money for special needs. It tells how this plan is backed by the Phoenix Mutual, an 86-year-old company with over half a billion dollars of insurance in force.

Send for this free book today. No cost. No obligation. The coupon below is for your convenience.

PHOENIX MUTUAL Retirement Income Plan GUARANTEES YOUR FUTURE

Phoenix Mutual Life Insurance Company
239 Elm St., Hartford, Conn.

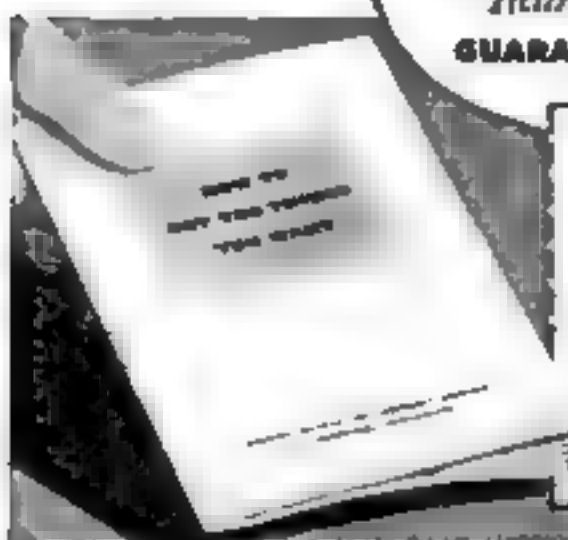
Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name _____

Date of Birth _____

Business Address _____

Home Address _____



LIFE'S PICTURES



Charles J. Nichols, Omaha newscam-
eraman, was one of the first Midwest-
ers to experiment with the minia-
ture camera. He launched his career
in photography when he was twelve
years old, has been a photographer for
Midwest newspapers for the past seven
years, now specializes in fires, floods
and frivolities. His first work appear-
ing in LIFE are the Doane College
photographs on pages 38-40.

The following list, page by page, shows
the source from which each picture in
this issue was gathered. Where a sin-
gle page is indebted to several sources
credit is recorded picture by picture
(left to right, top to bottom), and line by
line (lines separated by dashes), unless
otherwise specified.

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- 13—CULVER—FACH BRON
- 15—FACH BRON, SEE CULVER
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- 24—REX HARDY JR. EISENSTADT-PIX
- 25—NATORI FROM B. S.
- 26—FRANK BEMENTI M. J. CURTIS NATORI
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- 27—NATORI FROM B. S., EISENSTADT-PIX—
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- 28—EISENSTADT-PIX, PETER STACKPOLE—
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LAND STUDIO
- 52, 53—CHICAGO AERIAL SURVEY CO.
- 54—RICHARD CARVER WOOD
- 57—HILLIARD WOOD—WM. VANDIVERT—
BONNIE PHOTO
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- 63—DARREL MCDONOUGH—J. EDGAR RICE—
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- 69—CHIDOFF, WILLIAMS NEWS BUREAU, WEST-
FOTO BY BRISTOL—CEN W. W. F. WEST-
FOTO BY BRISTOL—J. EDGAR RICE (2),
EVANSTON PHOTOGRAPHIC SERVICE
- 70—FAUSSET-HOGUE PHOTO CO., NATORI
FROM B. S., EISENSTADT-PIX WEST-
FOTO BY BRISTOL, FROM THOMAS J.
BARRY—UNIV. OF NOTRE DAME, GORD
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- 76—DUKE ALUMNI ASSN., DUKE NEWS BUREAU
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- 80—C. J. NICHOLS
- 82—RALPH MACDOUGALL—THE KNICKER-
BOCKER PRESS
- 84-88—PETER STACKPOLE

ABBREVIATIONS: CEN., CENTRE, EXI., EX-
CEPT, L., LOWER, LT., LEFT, RT., RIGHT, T.,
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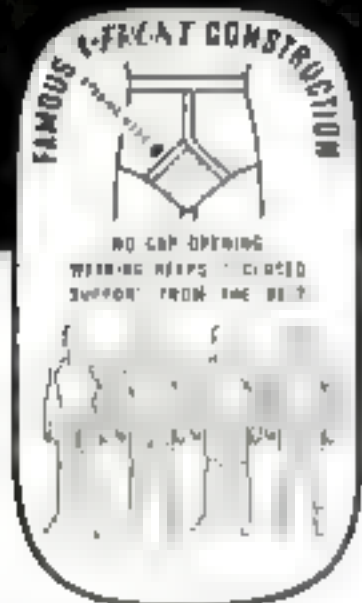
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Modeling Bachelors' gowns, these employees demonstrate the graduation uniform's semi-stiff yoke, long-pointed sleeves.



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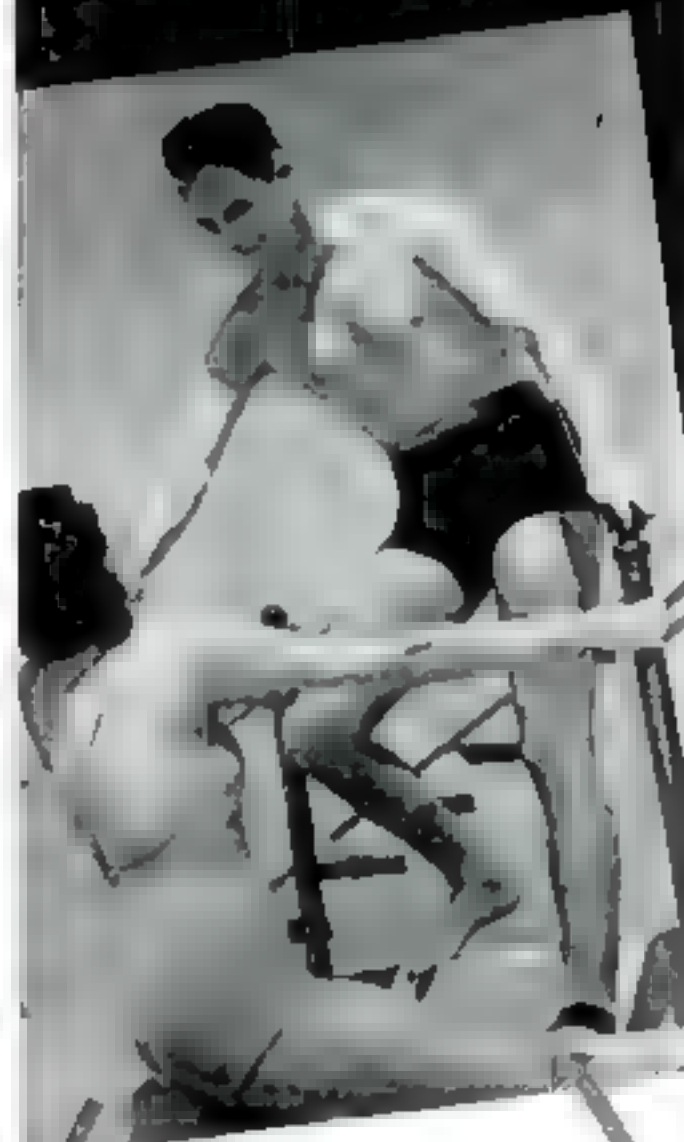
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SLIP INTO A BRADLEY AND OUT OF DOORS



CANNED BEER, ANY KIND OF CLOTHES AND INFORMAL COMPANIONSHIP WERE THE KEYNOTES OF THIS WILLIAMS' PICNIC

Life Goes to a Party

Photographs for LIFE by Peter Suckale



A girl is undressing behind this voluminous quilt. Soon she will be shooting the rapids of Pownal Creek, *see opposite page*. The young man at the right is masterfully kicking off his trousers in public, preparatory to jumping down the waterfalls at "The Tubs."

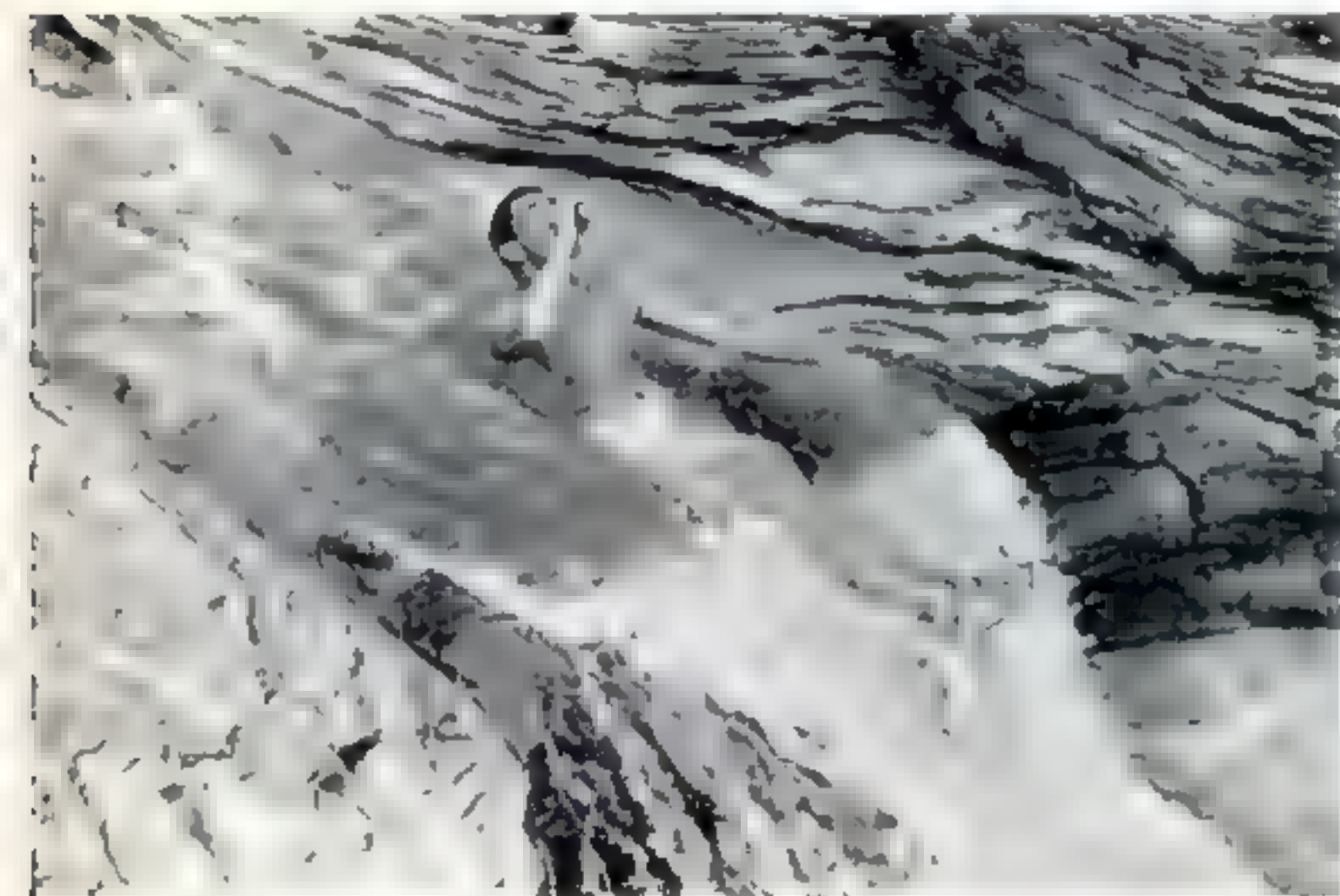
With some Williams Men and their Girls on a Sunday Picnic at "The Tubs"

Most informal events of the recent Williams House Party Weekend were the picnics which on Sunday, May 16, capped two days of dancing and formal festivity at the 15 fraternity houses. Some fraternity men and their guests who felt sufficiently fit drove eight miles above Williamstown to a place called "The Tubs." There, Pownal Creek has eaten its turbulent way into Massachusetts limestone, forming waterfalls and shallow, rocky pools better adapted to sporty buffeting than to actual swimming. So cold was the water and so swift the current and so rocky the bottom that few of the men and still fewer of the girls went in. Most remained on dry land, drinking beer, eating sandwiches and hamburgers, playing impromptu soft baseball, reminiscing about the previous days' parties.

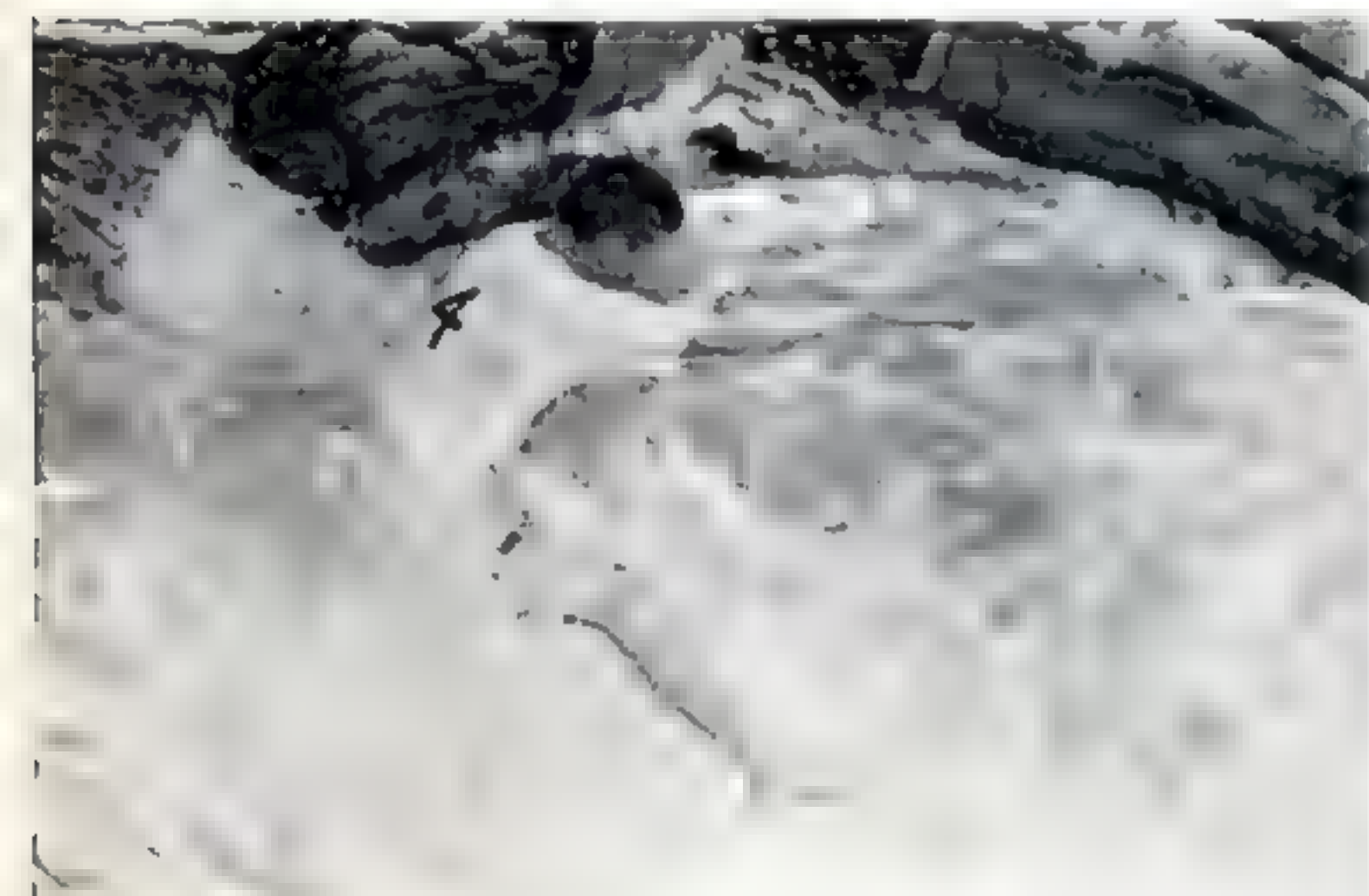




PICNICKERS ON SHORE WATCH THIS WILLIAMS LAD SHOOT THE CHUTES



THIS WILLIAMS SHOW-OFF DRINKS BEER GOING OVER THE FALLS



THE WATER IS VERY COLD AND THE ROCKS ARE VERY HARD

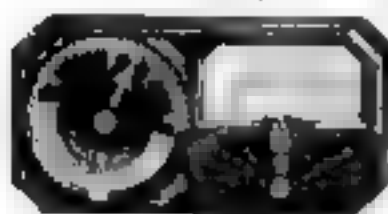


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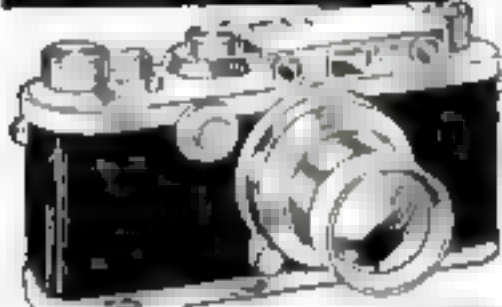
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Life's Party (continued)



"Is it cold?" this week-end guest asks as she admiringly gazes at the half-submerged frame of one of the Williams hosts. He is too big and strong to admit that it is.



This congenial group was being photographed when LIFE's cameraman sneaked up behind. Many picnicers brought cameras along with which to record the fun.

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No more too-tepid or too-cold-to-drink water. This cooler places at your disposal an abundant flow—*always* at the most tempting, refreshing, healthful temperature. A cooling, sparkling supply available at the touch of a finger, day or night.

And the cost is actually less than for old-style methods! 15c a day buys this cooler... as little as 2c a day runs it! Because its cooling unit is the famous METER-MISER, exclusive with Frigidaire. The simplest refrigerating mechanism ever built, it cuts current cost to the bone! Quiet,

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Life's Party (continued)

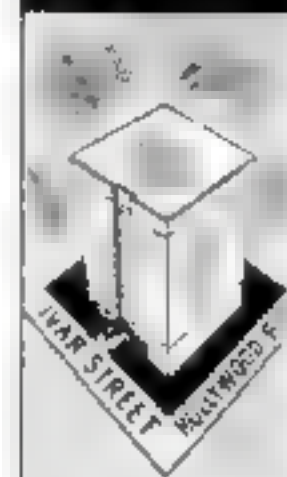


Bottoms up with beer cans was a great deal more popular at the Williams Sunday picnic than bottoms down on the cold, swirling Pownal Creek.



A picnic fire helped to restore circulation to shivering bathers and to cook hamburgers for their girl guests at this Williams outing on House Party Weekend.

STAY IN Hollywood

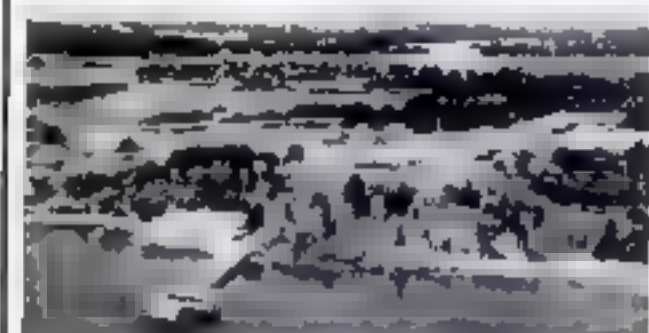


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Upset Stomach Goes
in Jiffy with Bell-ans

BELL-ANS FOR INDIGESTION

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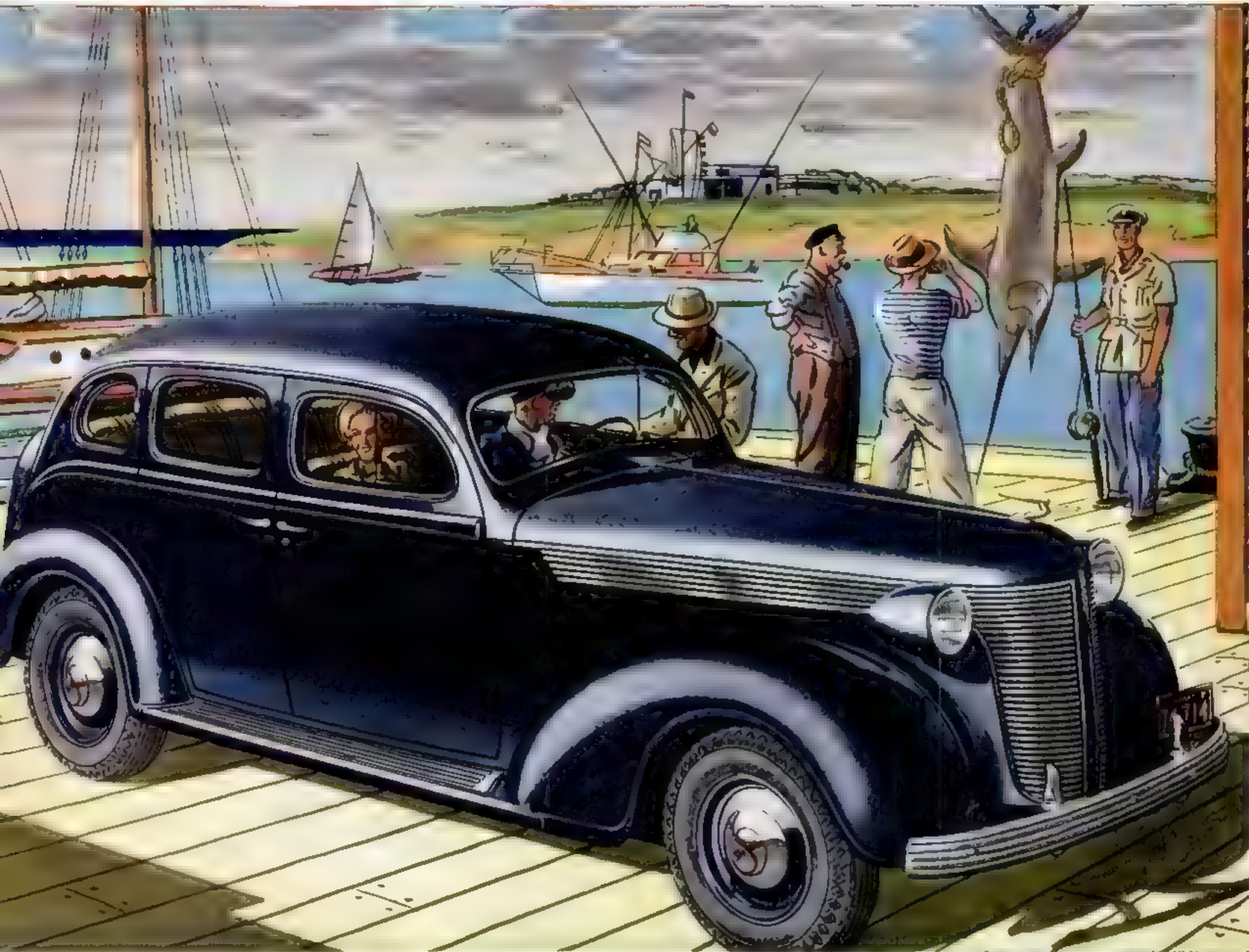
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THE TIRE "BLEW..." LIKE A STREAK OF LIGHTNING HIS CAR SHOT OFF THE ROAD

Let LOWELL THOMAS tell you what an unexpected Blow-out did to this New Jersey Motorist

HE WAS going East—East on Oxford Road near Montclair, New Jersey. But he almost "went West"—West on that one-way highway on which you can never turn around.

He was thinking about the market, about stocks and bonds. For Ralph T. Ryan, Jr., of Caldwell, New Jersey, is connected with a Wall Street brokerage firm. There was one thing he was not thinking about. One thing never entered his mind—his tires.

Unexpected Trouble

He knew about blisters, of course—meaning what you get on your finger when a pack of matches or a firecracker goes off at the wrong time. He may have heard about tire blisters which form between rubber and fabric, caused by the great heat that today's high speeds generate inside of tires. Somebody may have told him that such blisters are the great unseen cause of high-speed blow-outs.

But, like most motorists Ralph Ryan took his tires for granted. He wasn't thinking of them, never dreamed he'd have a blow-out—until BANG! went his right front tire. The car lurched—zig-zagged past a speeding roadster—then shot wildly off the road. Seconds seemed like hours before he came to a jerky stop—just in time to miss climbing a tree.

He Called it "Horseshoe Luck"

Ralph Ryan calls it "horseshoe luck"—that and the good condition of his car. He wasn't badly hurt, but he won't forget the shaking up he got in a hurry.



The car zig-zagged—shot wildly off the road—came to a jerky stop just in time to miss climbing a tree

Is this an unusual case? Not by a long shot. Motorists from every walk of life—from every state in the Union, thousands of them, are killed or injured every year when blow-outs throw cars out of control. And, unfortunately, unless you ride on tires that give you the proper protection, there's no telling *when* or *where* you might have a blow-out.

A well-known engineer told me that his organization, The B. F. Goodrich Company, America's oldest tire manufacturer, foresaw the need for a *safer* tire as soon as driving speeds began to increase. In order to provide motorists with the *real*



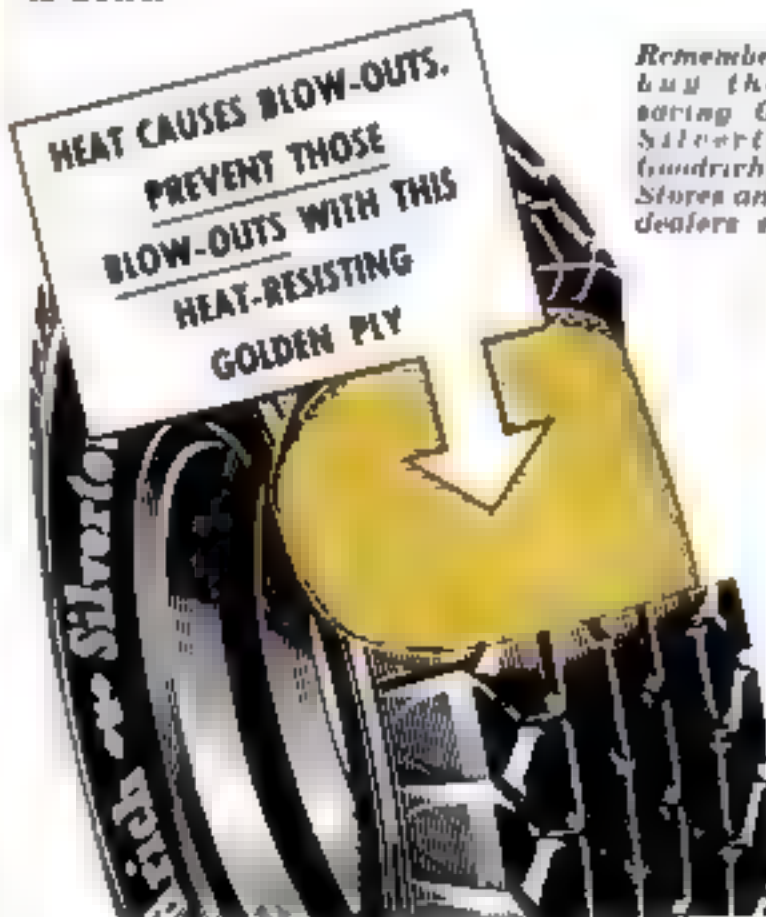
protection they needed against high-speed blow-outs, he added that no effort or expense was spared on the part of Goodrich. The fortunate result of this tireless, scientific research, was the invention of the Life-Saver Golden Ply.

The Golden Ply, as it was described to me, is a layer of special rubber and full-floating cords, scientifically treated to resist *internal tire heat*. By resisting this heat the Golden Ply keeps rubber and fabric from separating. It keeps blisters from forming. And when the blister is prevented, the unseen cause of high-speed blow-outs is licked.

Stay on the Safe Side

Taking tires for granted these days seems like a big risk for any motorists to take. Bear in mind that it's useless to try to alibi yourself out of a blow-out accident. The *safe* thing to do, I would say, would be to put *safe* tires on your car before the damage is done.

Lowell Thomas



Remember, you can buy these life-saving Golden Ply Silvertowns at Goodrich Silvertown Stores and Goodrich dealers everywhere.

Goodrich SAFETY Silvertown

With Life-Saver Golden Ply Blow-Out Protection

PICTURES TO THE EDITORS

University of Arizona

Sirs,
Perhaps it's the unique Scabbard and Blade pledging ceremony that has helped to give the University of Arizona in Tucson the title of the Matrimonial School of the West.

Since May 1, 1923 when the national honorary military fraternity was first introduced on the Arizona campus, a distinctive pledging ritual, practiced only by this desert school, has been the highlight of the elaborate program planned for the embryonic soldier lads.

Twice a year the officers of Scabbard and Blade pledge their men, who in turn pledge all the available coeds who happen to pass within the library vicinity. The ceremony consists of leading, pulling or dragging the coed to the camp, where she is sauted three times, first on the right cheek, then on the left, and last—on the lips. She is then rewarded with the red, white and blue pledge ribbons of the army, which she proudly wears throughout the day. As the hours advance and the Arizona sun reaches its height the coeds passing to and from luncheon keep the soldier boys on the run.

It's a nice clean sport, for after every three kisses the officers order the pledges to gargle with Listerine.

BEN D. GROSS

Tucson, Ariz.



THE PLEDGE MUST FIRST CATCH HIS GIRL



THE KISSING OCCURS OUT ON THE CAMPUS



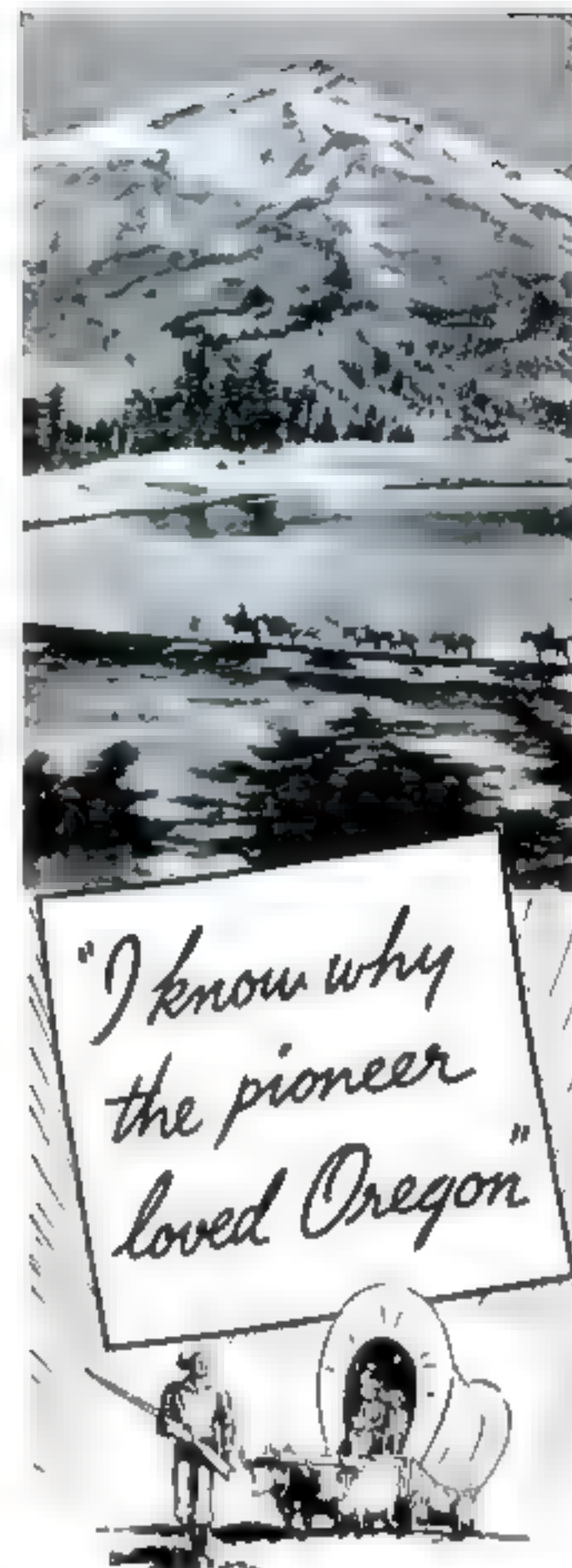
FRATERNITY BROTHERS INSPECT TECHNIQUE



NO KISSING HOLDS ARE BARRED



PLEDGES MUST GARGLE BETWEEN KISSES



OVER HALF A MILLION motorists from all over the nation came to Oregon last year. More are coming this summer to vacation in a land still new, to enjoy the same scenic wonders and natural grandeur that Oregon held for those sturdy pioneers who blazed the way nearly 100 years ago.

Come to Oregon! To the vacation wonderland of cool green forests, tumbling rivers, picture-book lakes, snow clad peaks towering into the blue, broad white beaches of the blue Pacific. See Crater Lake, the Oregon Caves, Mt. Hood, Bonneville Dam, Multnomah Falls, and a thousand other spots of scenic grandeur easily accessible over splendid highways.

Oregon is not far away in a modern motor car and the costs here are surprisingly low. Write for the state's 28-page illustrated booklet. It is free.

Attend:

The Portland Rose Festival, June 9 to 13
The Pendleton Round-Up, Sept. 16 to 18

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Salem, Oregon.
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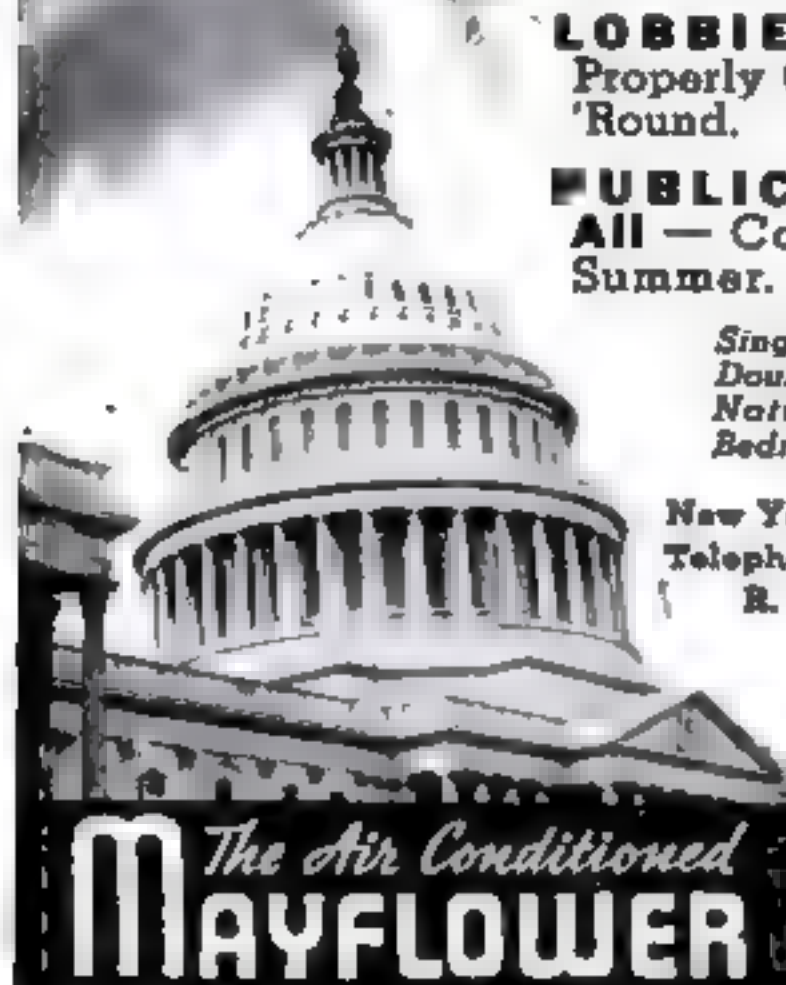
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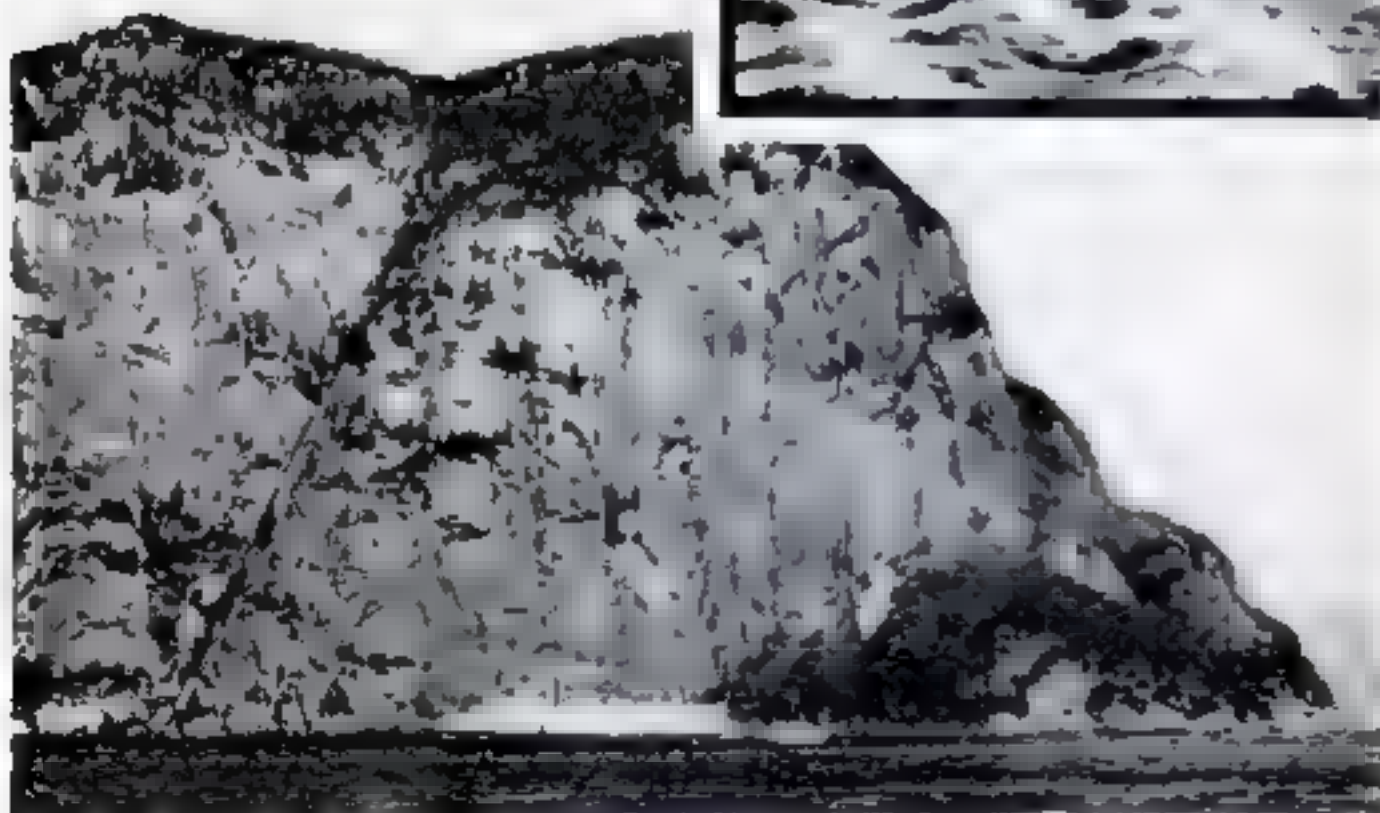
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awesome Saguenay Gorge past tower-
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vacation grounds in Canada!



Visit Canada... your friendly neighbor! Enjoy her scenic wonders,
"foreign" cities, shrines, resorts in Coronation Year... from Niagara to
the Saguenay... traveling the clean, healthful, intimate way on the world's
finest inland fleet! Also thrilling Great Lakes Cruises from Detroit through
Lakes Huron and Superior to Duluth and return. A variety of all-expense
tours available from principal cities. Apply to your travel agent or Canada
Steamship Lines, offices in principal cities.

PICTURES TO THE EDITORS

(continued)



Pomona

Sirs:

Regarding this picture of a Pomona student under
his jaloppy: Here in sunny California we are proud of
our winter weather. Maybe the college students back
east wish they could work on their Dusenburgs in shorts
and tennis shoes. But don't let us fool you. We had
it below zero in Claremont this winter!

HARRY FAILING, '38.

Pomona, Calif.



... and Robert Taylor

Sirs:

Robert Taylor returned to Pomona College campus
to make a series of newsreel pictures with his former
professors. After working all morning he had lunch in
the college dining room. While at lunch some members
of the Frosh class strategically parked a Model T Ford
by Robert Taylor's car and completely dismantled it,
thereby preventing him from driving away. When
Taylor returned from lunch the Freshmen were busily
reassembling the Ford. He took the joke good hu-
moredly, talking to President Charles K. Edmunds
(above, centre) and former Pomona Professor Herbert
Gray (left) while the Ford was reassembled.

SIDNEY DUFFY

Pomona College,
Claremont, Calif.

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by travelers
everywhere
for its superiority
in the art
of serving

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Year-Around Air-Conditioned
Rooms for Your Comfort
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Each room with guest-controlled air conditioning—private bath, radio and other refinements. Three air-conditioned restaurants.

RATES
50% of all rooms, \$3.50 or less, single; \$5.00 or less, double.
"Downtown At Your Doorstep"

**Hotel
Mayfair**
8th & St. Charles
ST. LOUIS

HOTEL LENNOX...ONLY ONE BLOCK OVER...SAME MANAGEMENT

*They wouldn't
believe me...*



*but I had my
Univex*

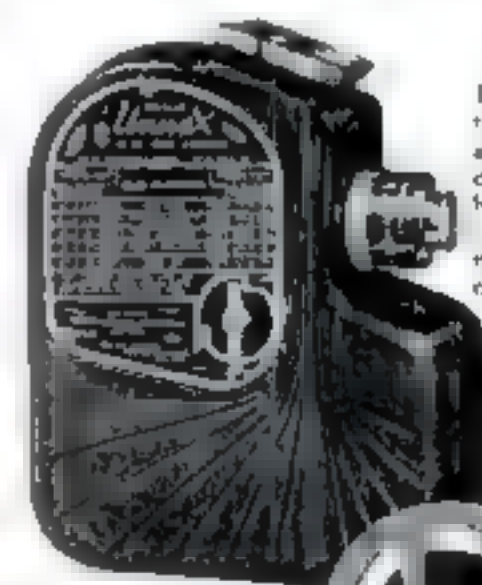
You, too, can bring back those memorable scenes in your own living action movies—at less than the cost of snapshots! The Univex Cine "8" at only \$9.95—is the first precision-built, lifetime movie camera under \$30! So compact you can "shoot" with one hand! Easy to load—simple to operate. Interchangeable lens equipment. Takes theatre-quality movies that screen up to 34" x 24".

USES 60c FILM! The Univex Cine "8" is the only movie camera that uses the 30-ft. roll of Univex Cine Film and costs only 60c. Takes as many scenes as 60 feet of expensive 16 mm. film.

UNIVEX PROJECTOR—\$14.95

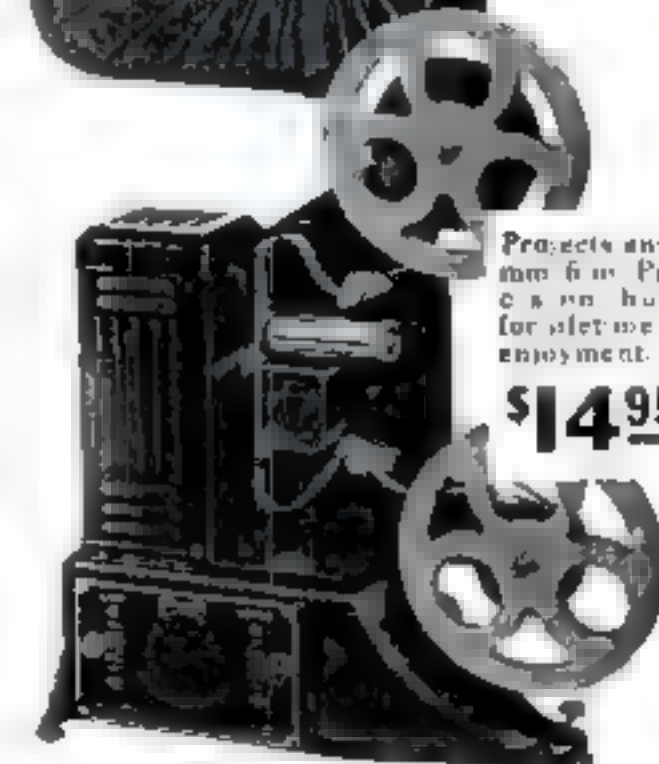
The only motor driven 8 mm. projector under \$26! 15 important features. Backed by written guarantee.

FREE BOOKLET describing this sensational Univex Movie Outfit may be secured from Universal Camera Corp., Dept. 41, New York City. In Canada: Percy Hermant, Limited, Toronto.



Backed by written guarantee against any mechanical defect by the Univex Corp. and its many features of cameras

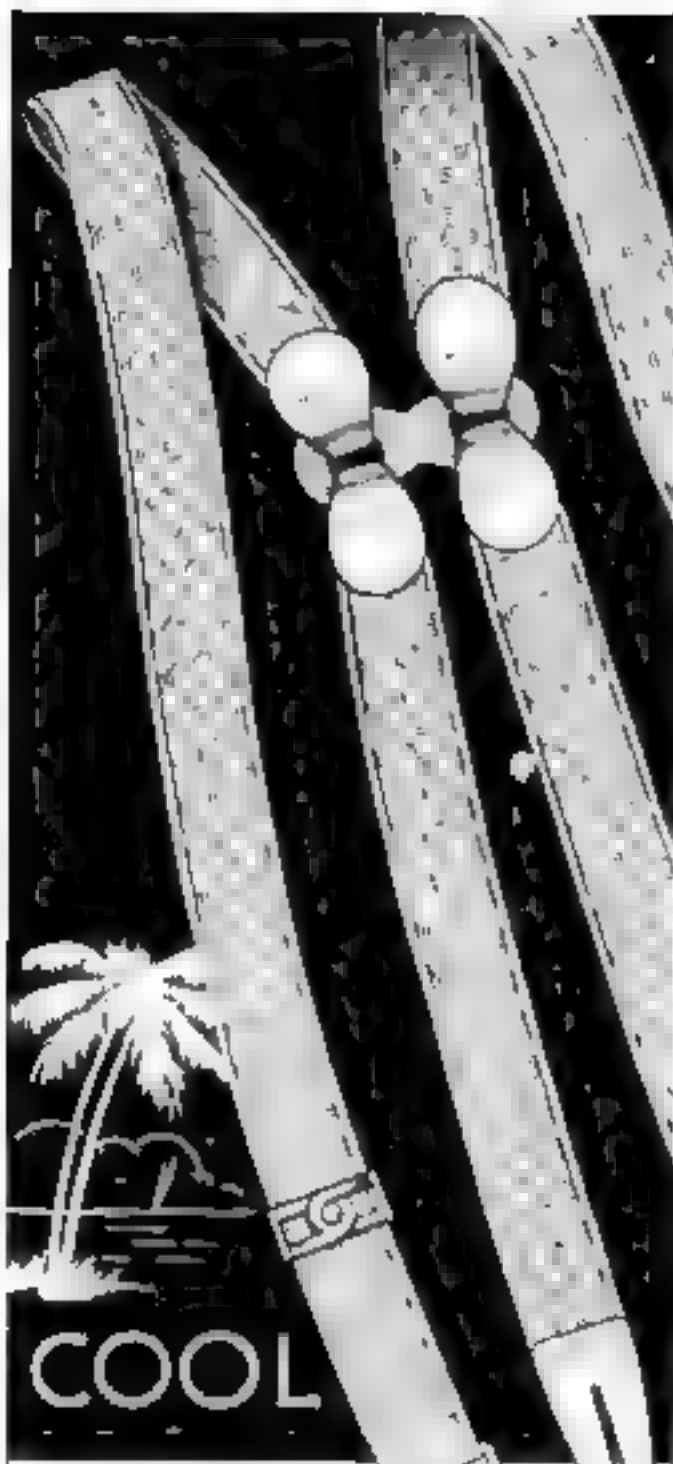
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Projects any 8 mm film. Precision built for pleasure of enjoyment.

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CINE "8"
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*Smartly styled
for Summer*

Let the weatherman have his fling... just so you can have your "Free-Swing." Cool because they're comfortable... comfortable because they flex to every body movement. Rest lightly on your shoulders... no pull... no strain... no skid. And they hold your trousers faultlessly trim.

To summarize... be summer-wise... get several pair... one for each suit. In a galaxy of summery patterns and colorings... all with the famous "Free-Swing" swivel-action back... "Can't skid off your shoulders." Comfortably priced... \$1 for most styles.

*Styled by the makers of "Tropix"
Paris Garters and Sport Belts*

A. STEIN & COMPANY
CHICAGO NEW YORK
TORONTO



PICTURES TO THE EDITORS

(continued)



Michigan

Sir:

Dick Goldcamp, a senior of Youngstown, Ohio, was elected most beautiful man on campus by a large majority in a poll conducted by the University of Michigan Daily. In this picture he is posing for a Tarzan painting for one of the novelties at the Michigan annual student carnival. The painter is Jean Smith.

Ann Arbor, Mich.

ARNOLD S. DANIELS

Oberlin

Sir:

A contrast of the good of 100 years ago and her counterpart today. At right is Miss Mary Brad, one of the four women who entered at Oberlin for the Ab class on Sept. 1, 1837. Their entrance marked the beginning of college education and was the first participation of women in higher education. Of the

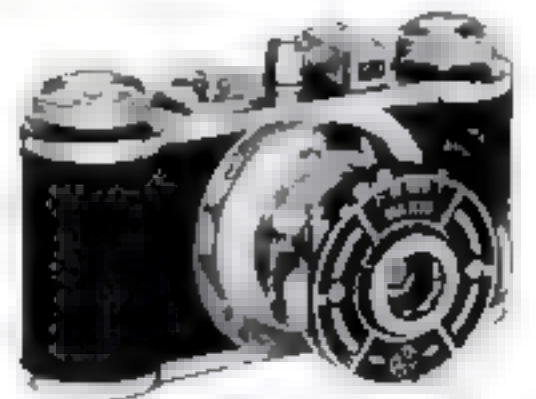


one who received the Ab degree in 1841, this picture of Miss Brad is the only one extant. All three of these graduates were almost immediately married. The one who dropped out, Mary Fletcher Brooks, married James H. Brooks, later president of Oberlin. The marriage record then for the first class was 100%. Today it has been estimated that approximately one of the Oberlin women marries. At left is Miss Barbara Wister, daughter of Dr. Henry Wister, the new president of Brown University. She is one of several college presidents' daughters who are attending Oberlin College.

ALLEN BAILEY

Oberlin College
Oberlin, Ohio

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Don't just envy your friends who are snapping action shots all around you, catching and preserving interesting scenes and people... compete with them! Chances are you can better their work... even starting from scratch... with the

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It's fast, it's compact, easy to carry, a cinch to operate—and it gets results. Equipped with an F4.5 Anacamlent Lens in a focusing mount fitted in a Vario Shutter, with speeds of 1/25, 1/50 and 1/100 seconds, bulb and time. Attractively finished in chrome, compact, lightweight, with an all-metal, leather covered body. Measures 4 1/4 x 2 1/4 x 2 inches in size, takes all standard 35 MM film, and makes **\$21.50** pictures 1 x 1 1/2 inches. **Eveready Case \$5.75**

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See it demonstrated in our store or send check or money order to Dept. M M L and we will ship it prepaid on 10 days' trial. Money back if not satisfied.

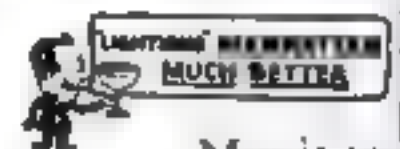
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Mix it in
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Breaker, crack the
ice in your drink
—and serve; quick-
er, easier, better.

No. 102. — Bar
Glass size, 20 oz.,
\$1.00. At dealers.



North Bros. Mfg. Co., Philadelphia, U. S. A.
If dealer can't supply you, enclose \$1.00 for
"Lightning" Ice Breaker complete, delivered
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KILL THIS TAX!



Selfish interests want Congress and state legislatures to pass laws to put an additional tax of five to twenty cents on every pound of margarine.

The old lobby is working again.

Selfish interests are urging Congress and state legislatures to pass laws that will put an additional tax of from five to twenty cents a pound on margarine.

These are not bills for the purpose of raising revenue.

They are bills backed by the creamery interests who, frankly, would like to see margarine taxed out of existence in order to increase the sale and price of butter.

What's wrong with margarine?

Why should this food product be singled out for ruinous taxation?

We'll give you the answer in a nutshell: margarine's only crime is its great economy.

It sells for substantially less than butter.

We protest against this proposed taxation. We hold it would be un-American and unfair. And we speak for wholesome margarine that is one hundred per cent an American farm product.

A Product of American Farms

We speak for margarine that is made from nutritious domestic vegetable fats that are produced from the crops of southern planta-



tions, for margarine that is churned in fresh, pasteurized skim milk from northern pasture lands.

Here is a wholesome, economical food product that needs no defense.

It is used through preference, or necessity, in millions of American homes in both the cities and on the farms.

It makes a delicious spread for bread.

It is an excellent and an economical ingredient for cooking.

Its food-energy content is measured at 3400 calories to the pound, exactly the same caloric value as butter.

To tax wholesome margarine as a means of increasing the sale of butter would be as illogical as taxing apples to increase the sale of oranges; as taxing cotton to increase the use of wool.

And, let us point out, the real burden of this tax would be borne by the people who can least afford to have their cost of living increased: the wage-earners of America.

Finally, a tax of this character would result in depriving many persons in the low income class of a wholesome and palatable

spread for their bread.

Tell your congressmen and state legislators to vote against the margarine tax. Let them know that you are against such vicious legislation.

NUCOA, THE WHOLESOME "THRIFT-SPREAD" FOR BREAD! Nucoa is a wholesome margarine, one hundred per cent the product of American farms. It contains nutritious domestic vegetable fats, extracted from southern farm crops, churned in fresh, pasteurized skim milk produced on the rolling pastures of the north. It is accepted by the American Medical Association Council on Foods and has the endorsement of Good Housekeeping Bureau.



Margarine's only crime is its great economy

This advertisement paid for by The Best Foods, Inc., 88 Lexington Ave., New York City, makers of Nucoa, and Hellmann's and Best Foods Real Mayonnaise, and other quality foods



"I say you'd get more work done if you had a ROOM COOLER like the guy next door!"



See the Kelvinator special showing in your city. Feel how comfortable you can be with a Kelvinator Room Cooler.

You'll *feel* better when you keep cool with a Kelvinator Room Cooler. You'll *work* better with the window closed against street noise, dust and wind. And you'll *look* better when you escape the humid heat that wilts your shirts and steals your energy.

See the special showing of the smart new Kelvinator Room Coolers in your city this week. Learn about the special *comfort budget plan* that lets you pay while you enjoy cool comfort.

Five Kelvinator models cover every room cooler need. And remember, Kelvinators are plus-powered for economy. The new air-cooled Kelvinator unit that requires no special wiring or water connections uses only 8 cents worth of electricity on the hottest afternoon.

Call your Kelvinator Air Conditioning Distributor, mail the coupon, or wire for the latest information on room coolers. Act now, and be prepared for hot weather.

Kelvinator
Air Conditioning
PLUS-POWERED FOR ECONOMY



KELVINATOR

Division of Nash-Kelvinator Corporation
Detroit, Michigan

☐ PLEASE RUSH FULL INFORMATION ON ROOM COOLERS.

☐ I want to discuss a complete air conditioning installation ☐ for my business, ☐ for my home.

Name

Business

Address

City and State

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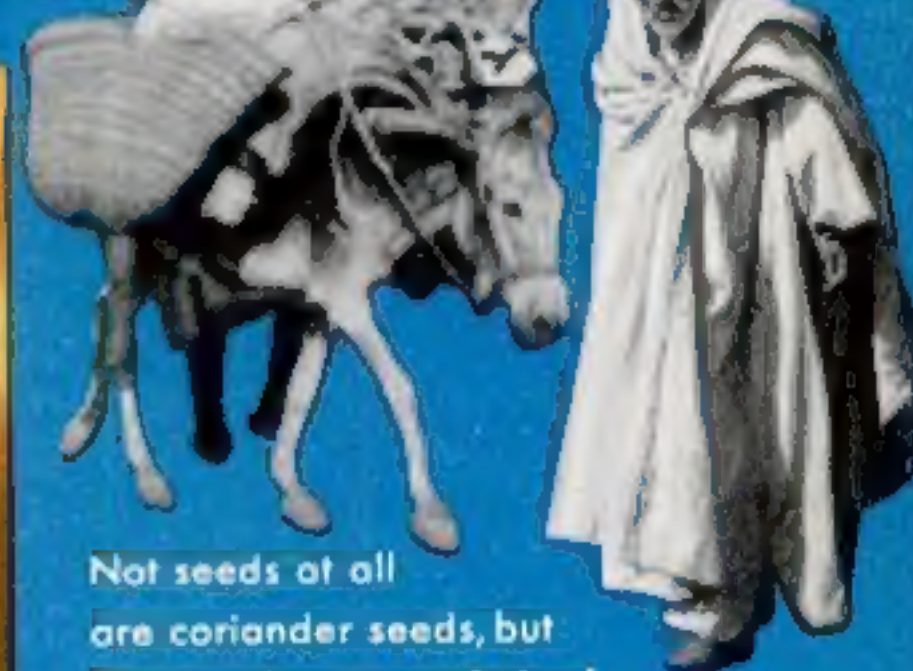
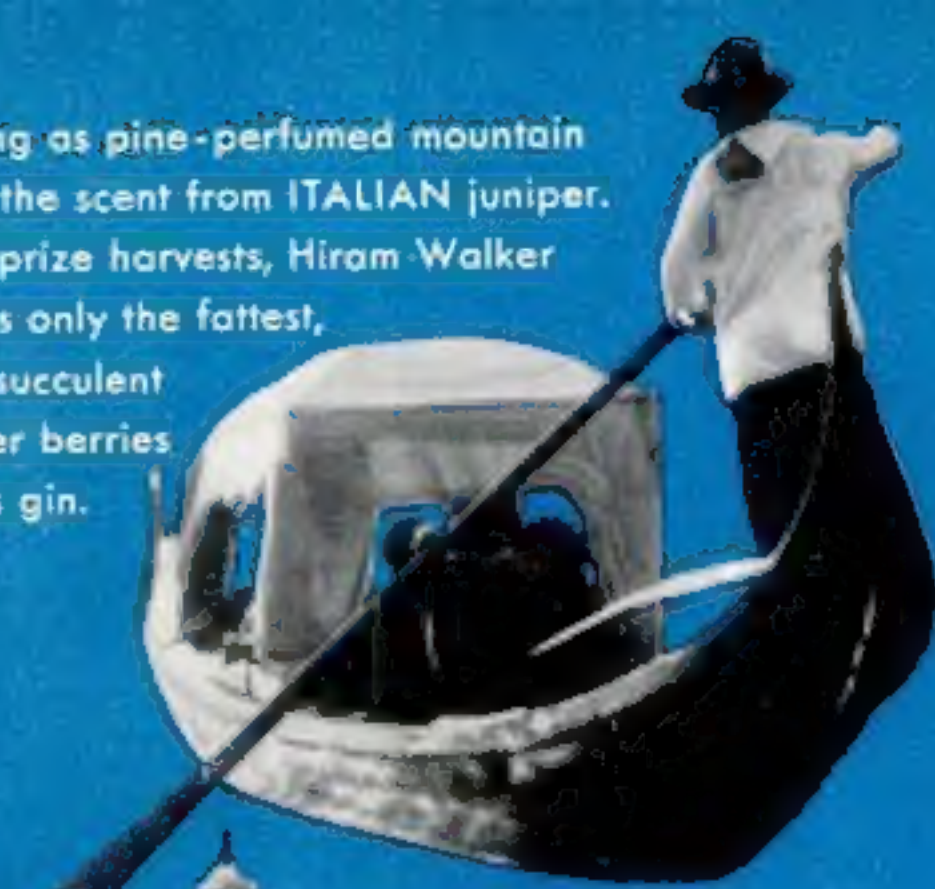
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Like hundreds of tiny
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orange-peel moist with tingling
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Bracing as pine-perfumed mountain
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From prize harvests, Hiram Walker
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most succulent
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Not seeds of all
are coriander seeds, but
the round, pungent fruit of
tiny plants which grow best
only in MOROCCO. A long
way to go for a single
flavor, but you'll say
the trip's worth while
when you taste
the subtle
flavor in
Hiram
Walker's
Gin.



Costly cassia is a thick brown bark from a rare tree
found hidden away in the interior of CHINA.
Hiram Walker brings it from the other side of the world,
to add a final unique touch of thirst-quenching flavor
to America's favorite gin!

Back to the U. S. A., for the most important
heavy with the weight of its wholesome

ingredient of all . . . American grain,
goodness.



HIRAM WALKER'S GINS

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Hiram Walker's Gins are distilled from
100% American grain, with fruits, herbs
and berries imported from all over the
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flavor-strength of all these ingredients
scientifically. There never can be the
slightest variation, today, tomorrow, a
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90 Proof. FIVE O'CLOCK COCKTAIL DISTILLED
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We invite you to try the straight tobacco flavour of the new Pall Mall. We believe you will find it gives you welcome relief from the after-taste of artificially flavoured cigarettes.

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